

# PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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NEW YORK, FEBRUARY 7, 1935

10c A COPY

## CREATING AN ENTRY ★



"THESE fellows with something that can be sampled have a cinch. If you like the taste, or the smell, or the feel, or the looks—and the price is right—you buy. Too bad a tractor can't be sampled."

"That's an idea! Let's sample the 'Caterpillar' Diesel Tractor."

"Impossible!"

"Impossible? Just a minute! What the tractor user wants to know, before he buys, is what the tractor will do for him. Right? O. K. then, let's drive a 'Caterpillar' Diesel around to the job and let it give a convincing sample of what it can do. That's sampling!"

And that's how the "Caterpillar" Diesel Tractor sampling idea was born, and here's the way the offer is being announced to tractor users.

Spectacular orange-and-black pages, as simple and rugged as billboards, in the "Post" and a host of industrial papers. "Get a *show-down*," say the headlines. "Test the economy and performance of a 'Caterpillar' Diesel on your job," is the copy theme. Smashing pictures of the "Caterpillar" Diesel eating up the work.

Moral—A grand slam often needs only the creating of an entry, for a lay-down.

## N. W. AYER & SON, INC.

Advertising Headquarters: WASHINGTON SQUARE, PHILADELPHIA  
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT  
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

# A Gain of More Than A Million Lines IN TOTAL PAID ADVERTISING

Among Boston newspapers the Herald-Traveler again led the way in 1934. During the year in Total Paid Advertising the Herald's total of 12,816,016 lines exceeded the total of the second paper by 2,154,492 lines; the Herald's actual gain of 1,129,645 lines was a far larger gain than that of any Boston newspaper.

As usual for this period, in the major classifications of retail, general, financial and classified advertising the Herald led all Boston newspapers.

## BOSTON HERALD-TRAVELER

Advertising Representative  
GEORGE A. McDEVITT CO.  
New York Chicago  
Philadelphia Detroit  
San Francisco



For eight consecutive years the Herald-Traveler has been first in total paid advertising among Boston newspapers.

# PRINTERS' INK

NEW YORK, FEBRUARY 7, 1935

## This Week

AS one who listens to many representatives and many representations, Ralph Leavenworth, general advertising manager of Westinghouse, occasionally finds himself harboring the conclusion that the **selling of space in business publications** must be one of the major activities of business.

Of course, it isn't—quite. But so important is it that, as Mr. Leavenworth contends, its philosophy and its technique deserve all the improvement that enlightened merchandising can impart.

In this week's opening article, Mr. Leavenworth, writing as a big-scale user of business publications, lays it down that space buyers demand facts. They demand such cardinal facts as are set forth in audits by the A. B. C. and the C. C. A. In addition, they welcome for their guidance timely and pertinent information about reader interest and editorial enterprise and leadership. Further, they are gratified to be informed about today's situations in specific markets.

Not too self-consciously, PRINTERS' INK permits Mr. Leavenworth to drop in this passing remark: "... I am tempted to ask some of my callers how much their publications spend on business-paper advertising and whether their faith in its efficacy should be judged accordingly."

This week's **advertising index** measures radio and outdoor. Radio, newest of media, stood in December at 181.5 of the average for 1928-32. In the same month outdoor expanded over the preceding month by 23.3.

A writer is known by his verbs. Consider Stevenson—specifically,

his description of Citadel Hill. Or, more conveniently, consider "**A Verb to the Wise**," in which George Bijur, director of publicity and sales, L. Bamberger & Co., offers a list of 229 sharp-cutting verbs, just as samples. Food for thought for copy writers.

Whatever may be the Administration's opinion of advertising as a social influence, the **FHA** is demonstrating that **salesmanship-in-print** is an excellent implement with which to get things done. Under **FHA** supervision and stimulus, there has been brought into being more than 23,000,000 lines of paid copy. And the results have been solid, and convincing.

Don Gridley watches the weather man brew a blizzard. Then he traces the storm course across these States and observes how advertising, as if it were something like rheumatism, responds to the weather. Especially interesting does he find the copy treatment of a cold wave in Florida. The title: "**Snow, Colder, High Winds**."

At first blush, it might seem difficult to relate a pork chop to Cinderella. But the effort becomes easier after the second blush—and after reading "**Meat Tells Its Story**."

This week, Albert E. Haase and Isaac W. Digges conclude their study of the **agency contract**, in this session directing their attention to the routine questions that arise in the day-to-day relationship of agent and client.

Any disquisition that undertakes to prove that, for the advertiser,

the general newspaper rate is better than the local is likely to draw forth the rejoinder, "Is that so?" In P. I. for Dec. 27, the general-rate thesis was developed by Andrew M. Howe; and this week he's answered anonymously by—of all persons—a newspaper's promotion manager. The answer flaunts the title: "You're Another!"

\* \* \*

If we push up the wages of distribution, who will dole out the additional money? A fair question; and through Merle Higley, S. Keith Evans answers it by citing specific instances—all to prove that, with adequate distribution costs, profits jump.

\* \* \*

All punning aside, the liquor industry has had to manufacture, not only its own cases, but also its own case history. Here is a business old in time, but new in environment. In an interview with Bernard A. Grimes and under the title,

"Liquor-Selling," William Guyer, sales promotion manager for Seagram, tells how his company has re-learned alcoholic merchandising.

\* \* \*

And what's exciting about a gasket? Caterpillar Tractor answers that one with a new parts catalog—a book that proves that parts can be clothed with sales interest.

\* \* \*

Not every contest must, by law, be a contest for sales. Under the heading, "Contests and Contests," M. Zenn Kaufman lists sixteen other important purposes.

\* \* \*

And then there's belting. Roger L. Wensley, president of the G. M. Basford Company, tells how the power-transmission industry, threatened by the competition of direct-drive design, organized a co-ordinated group, and now has the situation well in hand.

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**The New Yorker was first in 1934 in**

**Total advertising pages**

**Total number of advertisers**

**Total number of advertisements**

**In**

**Department Stores**

**Retail Shops**

**New York City Hotels**

**Real Estate**

**Restaurants**

**Women's Wear**

**Toilet Goods**

**Musical Instruments**

**Luggage**

**Cigars**

**Cigarettes**

**Beer and Liquor**

**Food Beverages**

**THE NEW YORKER, 25 West 45th St., N. Y.**

# A BETTER *Paper* for a BETTER Year

**C**IRCULATION is going up! So is advertising linage and so is reader interest! The Milwaukee Journal is making a better newspaper for 1935 than ever before.

The only WIREPHOTO service in Wisconsin—new tabloid size Sunday comics—new color-gravure magazine, "This Week"—new and faster engraving equipment—new Intertype machines—more trucks for speedier delivery—these are improvements to print larger papers and more of them, to get The Milwaukee Journal to its readers quicker with later news *and to get more results for advertisers.*

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

# Space Buyers Demand Facts

Why Impressions, as Seen by This Industrial Advertiser, Are Poor Measures of Value

By Ralph Leavenworth

General Advertising Manager, Westinghouse Electric & Manufacturing Company

IN the business-paper section of *Standard Rate & Data* 1,474 publications are listed. Probably 1,270 of these are in fields which might be considered as markets for some Westinghouse product. Actually, in 1934, we used ninety-six business papers to reach the prospective buyers in forty-three different fields or markets. In 1935 the number of papers used is likely to be less rather than more.

That situation obviously presents a problem in selection calling for facts of a character and on a scale which are not easily obtainable, also for judgment in weighing the facts obtained. We can determine the quality of the steel we buy very definitely, by the well-known methods of physical testing and chemical analysis. We can even go farther than that; our research engineers can develop in our own laboratories the exact kind of steel they want for a certain piece of apparatus, if it is something very highly specialized for which no formula has been worked out before, and then the steel company can reproduce that for us in any quantity desired.

But when it comes to analyzing the business papers in a certain field, what have we? First, and of greatest importance, A. B. C. and C. C. A. reports. These are our testing laboratories, doing an indispensable piece of work for space buyers, so far as they go. The difficulty is that they can audit only the papers which become members and submit to auditing. In 1934 the Audit Bureau of Circulations had 224 such members and the Controlled Circulation Audit forty-eight. This number represents only 18 per cent of the total business-paper group.

The space buyer who believes in

buying on facts must face the question, therefore, as to whether he will close the door to non-members of these audit bureaus, or open it a crack occasionally to let in some paper which presents an audited statement from another source, or simply a publisher's sworn statement. Of course, if he requires none of these, he just isn't buying on facts, and while he may have occasion to squander a little money that way, he should recognize what he is doing.

Possibly there are valid reasons for some papers not submitting to the standard circulation bureau audits, but certainly the burden of proof rests heavily on those papers. Correct, dependable circulation figures provide only one of the answers to the space buyer's complex problem, and he has a right to expect the paper to make it easy for him to get that answer. Naturally, therefore, the seasoned buyer very definitely favors the audited minority in selecting business papers.

The next step, and a more difficult one, because not subject to audit, is to determine the readership weight or value of the paper among the persons who receive it

# PICK-UPS



*The information below, gathered by the Marketing & Research Staff of Ruthrauff & Ryan, Inc., is a by-product of its regular work. Formerly it was passed along from time to time to members of its own staff, and to a limited number of executives in other organizations. It occurs that many business men might find in such material occasional items of interest and value.*

The Chicago World's Fair attracted 16,000,000 paid admissions in 1934 and a total of 38,000,000 in the two years of its operation. Its visitors spent close to 60 million dollars within the grounds of the Exposition alone, and several hundred million more in Chicago hotels and stores.

Other attractions, not quite as unique and costly as the World's Fair, but always popular, are the national parks. Visitors to the parks have increased considerably in the past few years, with 1934 setting a record attendance of 3,964,720 persons.

Two American-made products which have excellent foreign markets are automobiles and radios. Approximately 12% of American automobiles are sold outside of the United States, and in France alone, 40% of the radios are of American make.

The Christmas Club Santa Claus last year filled some 7,500,000 stockings. That many people saved \$370,200,000, with the average account amounting to about \$48.25—a 10% increase over 1933.

A new use has been found for that famous German food—sauerkraut. Valuable velvet rugs and tapestries in the National German Museum are cleaned with it.

A curtailed market, yet history-making sales! Even though stagnation in the building industry has considerably reduced the market for work clothing, the H. D. Lee Mercantile Company—world's largest manufacturers of overalls and work clothing—enjoyed a record-breaking sales volume for 1934. Lee advertising is prepared by Ruthrauff & Ryan.

The milkman is becoming quite diversified in his line of products: Not only does he deliver orange juice, eggs, cheese and milk to New York residents, but in Providence he has added oysters to his morning deliveries.

The new ruling prohibiting Germans to take more than 10 marks out of Germany makes it virtually impossible for the people to travel outside of their own country.

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The tie that binds... In 1933 the marriage rate showed an increase of over 4% in 21 states, in contrast to an average annual drop of 7% from 1929 to 1932. Indications for this year point to a further increase.

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Interesting new products: A Boston firm is introducing a new frankfurter made with wine. For those who dislike plain spinach, there's the "Spinach Loaf"—a mixture of spinach and beef. One of the latest food fads is rice in various colors. For those who like hot stuff, Bahama mustard is a new preparation made from various spices.

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And music that satisfies... In Great Britain patents are being sought for a phonograph record made of chocolate which can be eaten when one becomes tired of hearing a particular tune.

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Failure by Norway doctors to write prescriptions legibly often results in their being subject to three months' imprisonment.

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There are 132,000 policemen in the United States to safeguard life and property. This number exceeds the entire population of the city of Albany, N. Y.

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One successful method of persuading men to discard their old straw hats in favor of new Fall headgear, was that recently employed by Roanoke, Va. merchants. In exchange for his hat, each man was given a theatre ticket. 3,386 men took advantage of the offer. The "finishing touch" to the idea was a parade through Roanoke streets—the participants being goats, whose reward was 3,386 straw hats.

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One example of the far reaching effects of advertising is illustrated by a recent sale closed by one of Ruthrauff & Ryan's clients. A Ceylon planter subscribed to Arthur Murray's School of Dancing correspondence course to learn the Carioca!

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Although Switzerland's population is only 4,000,000, close to 500 daily newspapers are published there; whereas Great Britain, with over 54 million people, has only 158 daily papers.

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According to one authority, the food requirements of the body increase 10% when one arises after a period of relaxation; are doubled when a person walks, and become 10 times as great when one is very active and works hard.

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Another striking example of the success of aggressive advertising and sales efforts is indicated in the report of the Wolverine Shoe Corporation for 1934. This company—whose advertising is prepared by Ruthrauff & Ryan—manufactures merchandise of a higher quality than most other work shoe makers. Naturally prices are somewhat higher than their competitors. Yet during 1934 sales were greater than at any time in the history of the business.

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There are Ruthrauff & Ryan Offices at 405 Lexington Avenue in New York, 360 North Michigan Avenue in Chicago, and in Detroit, St. Louis, Kansas City, San Francisco, Los Angeles and Seattle.

in their mail. What happens to it when it leaves the postman's hands? That's the question which furrows the brow of the space buyer and results in the endless stream of questionnaires, of which the space buyer himself gets his full quota. Sometimes they are simply return postcards, asking you to check from a list of magazines—those you see regularly, and your first preference. In some cases it is a more elaborate request, a smooth, personalized letter, beginning "A client of ours wishes to determine," etc.

#### **Publisher Should Avoid Haphazard Surveys**

An obvious danger in surveys of this type is that the sample may be inadequate. Assuming the usable returns from the questionnaire are sufficient, and that it went to a good cross-section of the people whose reading habits you want to know, such a survey may be quite valuable. When a publisher makes a survey of this kind, it is particularly important that he do a clean-cut, workmanlike job of it. Otherwise, it is likely to create a negative impression on an experienced space buyer.

The other day I received in the mail from the publisher of a business paper a broadside giving the results of a questionnaire, favorable, of course, to his paper. It told how many copies of the questionnaire were mailed, the percentage of the replies favoring paper A, paper B, etc., and also what percentage of the persons replying were presidents, general managers, superintendents, etc.

The important point omitted was *what number of replies was received*. Having run into the fog of inadequate sampling before, I was immediately suspicious and discredited the whole statement. The publisher may have been acting in good faith and considered his returns sufficient. However, I claim the privilege of passing judgment on that point.

A factor to remember in surveying the relative standing of competing papers is that of sectional preferences. If the paper is to be selected for national influence, the

survey should be national in scope. Very often a certain paper will show up strong in one section of the country and not so well in another.

On the other hand a paper which is sectional, should not be judged on the same basis as a paper of national circulation. The space buyer must take care lest he be influenced by his own personal tastes and environment, the preference most marked in the section of the country where he lives, rather than by the true national picture. Of course, if he is interested in reaching a certain section primarily, that's a different matter and the papers should be weighed accordingly.

Sitting where I have for quite a number of years, either as advertising manager or agency executive, it seems to me that selling space in business papers must be one of the major activities of our commercial world, just as it is said of the busy doctor it must seem to him that all people are ill. If we were to review all of the 1,474 papers mentioned above I suspect we would come to the conclusion that more space had been sold than bought; and this is a distinction that should be clear without explanation.

#### **Condemns Poorly Directed Sales Effort**

It must be a costly operation for most of these papers to sell their space, a cost which the advertiser bears and which therefore concerns him very vitally. And yet I have not seen in my fifteen years on the buying side the changes or improvements in the selling of business-paper space which might reasonably have been expected. I mean particularly with respect to placing the pertinent facts before the right man at the right time in the most usable way, and eliminating a lot of useless, time-consuming and costly calls.

That order may be a hard one to fill, I realize, and yet it can be done far better than it generally is. One morning recently I found a publication representative waiting for me at my office when I arrived. He

(Continued on page 102)

IT DARES TO BE DIFFERENT



Point of  
Difference No. 10

## ***Its COPY REQUIREMENTS are UNUSUAL***

The Christian Science Monitor tries to publish only advertising copy that will give its readers messages free from misrepresentation, exaggeration, "fear appeal." This assures Monitor advertisements a degree of reader acceptance and response that is regarded as exceptional by informed advertisers.

## **THE CHRISTIAN SCIENCE MONITOR**

Published by The Christian Science Publishing Society  
Boston, Massachusetts

NEW YORK OFFICE—500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis,  
Kansas City, San Francisco, Los Angeles, Seattle, Miami,  
London, Paris, Berlin, Geneva, Florence



AN INTERNATIONAL DAILY NEWSPAPER



# A Few Honest Advertisers

Federal Trade Commission Didn't Mean to Be So All-Inclusive as Report Indicates

*Printers' Ink Bureau,  
Washington, D. C.*

IN the annual report of the Federal Trade Commission for 1934 occurs this paragraph:

The Commission, through its special board, has examined the advertising columns of newspapers and periodicals, noting a large amount of unfair representations, and has received numerous complaints of false and misleading advertising from consumers.

Publishers have complained that the language of this paragraph implies a general if not prevalent dishonesty in advertising; and have expressed doubts that the Commission gets many outside tips.

Careful inquiry at the Commission makes it possible to say with certainty that it has no idea whatever that untrue or unfair advertising is the rule, or even the common exception. The Commission does not mean that. Quite the contrary.

In 1934, the Commission agreed with advertisers to revise 157 pieces of advertising copy which were considered objectionable. In the same year, it issued ninety-seven complaints against various firms; many, but not all of these complaints dealing with false or misleading advertising. Take all ninety-seven as due to that source, add in the 157 cases settled by agreement—"stipulation" is the technical word for it; and out of the millions of pieces of advertising put out by some thousands of advertisers only 254 cases were found serious enough to warrant the Commission in insisting on even a formal agreement.

Obviously, no prevalent dishonesty is shown in such figures. The cases of false or misleading advertising are a very small fraction of 1 per cent of the total advertising published. In fact, it is doubtful if the special board of investigation spends any time at

all on the ads in papers and magazines which have a clean record.

As for outside tips given to the Commission, they average about 20 per cent of the cases handled. No record is kept of charges which a first inspection shows to be without merit; but doubtless there are a good many. It would have been better, however, if the Commission had stated the exact figures in the quoted paragraph, instead of using the vague word "numerous."

As a matter of fact, the Commission shows no sign of emulating King David: "I said in my haste, 'all men are liars'; and took it back when he cooled down a little. It does not say, even 'in haste,' that all or most or a large fraction of advertisers are liars. Without going into the routine procedure which seems to take about all known precautions against unjust judgments, it may be said right here that some liars do advertise, and that the Commission is merely performing its duty as the Federal traffic cop of commerce when it stops them.

## The Same Old Fakes Still Persist

A surprising proportion of fake advertising is done to sell medicines. This is an interesting case of the persistence of original sin. Back almost if not quite to Revolutionary times, quacks were advertising remedies guaranteed, in the old phrase, "to cure all diseases and keep off sin." In spite of the crusades of the American Medical Association, the Proprietary Association and various magazines and newspapers against such advertising, each year some new sucker-catchers bait their hooks with the same old fakes, and angle in print for their victims.

Nevertheless, the Commission is outspoken in saying that there has been a remarkable clean-up in advertising during the last five years and, of course, there has.

# Want to KNOW SOMETHING about WOMEN?

Women—because of their professional interest in values—make the most profitable audience for an advertiser.

We've proved that conclusively with KSTP in the 9TH U. S. RETAIL MARKET where we've built up the largest and most responsive "Women's Audience" during the daytime. Here's just one of the potent findings (others on request) from the recent Ernst & Ernst survey:

From NOON to 5 P. M.

Station Average audience 32.8%

... KSTP audience 50.6% —  
about 60% GREATER!

TO OPEN THE FAMILY PURSE IN THE NORTHWEST  
TALK TO THE "WOMEN'S AUDIENCE" OF KSTP



For Northwest Market Facts

Just Ask: FORD BILLINGS,  
General Sales Manager, KSTP,  
Minneapolis, Minnesota, or our

NATIONAL REPRESENTATIVES:  
in New York—PAUL H. RAYMER  
CO. . . . in Chicago, Detroit, San  
Francisco—GREIG, BLAIR &  
SPIGHT, INC.

**DOMINATES THE 9th U. S. RETAIL MARKET**

# Coffee and Cream



WORCESTER County is the home (has been since 1873) of a factory (only one in U. S.) specializing exclusively in coffee milling machinery for West Indies, Central and South America, India and Africa.

Two months ago the factory filled an order for repair parts for a machine built here in 1880 for a Costa Rica planter. Two years ago it filled a cable order for a 12-ton dryer shipped to Colombia at delivery cost of \$1400.

WORCESTER County produces more than \$5,000,000 worth of dairy products annually. In average price per gallon received by the producer, it ranks **THIRD** among 100 leading dairy counties of the nation. (U. S. Census, 1930.)

WORCESTER County grows apples—weaves textiles—hatches chicks—makes shoes. Diversification of industries gives to the county as to the city of Worcester a buying power secure and stable.

The suburban area is a market in itself—237,000 population within an average 18-mile radius. 40% of these families own cars—most of them live within an easy 15 or 20-minute ride from Worcester.

## Covers Entire Market

The Telegram-Gazette covers the **ENTIRE** Worcester Market, City **AND** Suburban. In this rich and stable market (population 433,000 in city and suburban trading area) the Telegram-Gazette is read six days every week in more than 85 per cent of all homes regularly receiving a Worcester daily paper.

TOTAL AVERAGE NET PAID DAILY CIRCULATION  
**MORE THAN 100,000 FOR OVER 7 YEARS**

## THE TELEGRAM-GAZETTE

GEORGE F. BOOTH, *Publisher*  
 Worcester, Massachusetts

PAUL BLOCK AND ASSOCIATES - - - National Representatives  
 New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

# You're Another!

National-Local Rate Differential Fuss Is Space Buyers' Fault,  
Says This Newspaper Man

By a Newspaper Promotion Manager

MR. HOWE'S article\* on local vs. national rates makes it evident that newspapers are the ones which stand to profit the most by eliminating the national copy placed at local rates. Not only does their revenue increase on the specific advertisement but they also get tie-up copy which would otherwise not be forthcoming.

True, the agencies suffer when they lose their commissions on an appropriation that slides into the papers over a dealer's signature and at local rates, but the agencies have two weapons: they can charge a service fee for the campaign, and they can do their best to switch the account out of newspapers and into media where commissions are safe. (And maybe that isn't being done!)

So—since newspapers get more for their space when sold at national rates, get additional space from dealers as well, and keep the agencies happy and out of competing media—why don't the newspapers get together and end this local rate racket once for all?

The answer seems evident. Many of them don't want to!

Why not? Because newspaper publishers are not satisfied—particularly the publishers of the smaller papers—with the way agencies buy space. They feel definitely that the agency space buyer too often, to quote Kipling, "has too much ego in his cosmos." In other words, you can always tell an agency man but you can't tell him anything—especially such things as that all smaller American cities are not miniature New Yorks, Chicagos, Detroites, or where do you live?

No, this isn't a gripe at missing out on somebody's schedule. Even

a publisher realizes that it takes a whale of an appropriation to cover all the spots that really should be taken care of, and that these days appropriations run more to tuna size, or even brook trout. But when his town is left off, or his paper omitted, the publisher likes to know that he was given intelligent consideration before the ax fell. And try to convince most publishers that most schedules are planned that way!

Maybe they are. But space buyers have never taken the trouble to sell the idea. And what press they have had has been bad.

## One List That Was Ridiculous

For example, some gentleman, whose name I forget, was inspired some years ago to make up a list of newspapers which would give complete blanket coverage of the country. Now if this list had been announced as the best that could be had for a given amount, that wouldn't have been so bad. (And maybe it was so intended, but, as I said, it got a bad press.) But as a list that would enable the advertiser to reach every literate family in the United States it was just plain ridiculous. For example, in one State of about 4,000,000 people—and plenty of buying power—only one paper was picked, a paper with about 80,000 circulation.

Suppose you published a paper in another city in that State, a city which your paper blanketed and in which that other out-of-town paper had about one half of 1 per cent coverage. Would you be sold on agency space buyers? Would you do everything you could to give them still more power over still more lists? Or would you encourage your friends, the local distributors and dealers (who were just as mad and disgusted as you)

\* "Why National Rate Is Best for General Advertiser," by Andrew M. Howe, PRINTERS' INK, Dec. 27, 1934.

to insist on getting a slice of that appropriation to run over their own signature?

Don't forget that remark about the local distributors and dealers being just as upset over the local newspaper's omission as the publisher. Because that's the key to the whole situation.

The distributors and dealers don't claim to be smarter advertising men than the agencies. They are pretty well impressed with the voice of authority from the Big City. But no one in the world can convince a distributor in Burgville, pop. 50,000, distance to nearest city of comparable size, 200 miles, that advertising in the Mid-size (pop. 70,000) *Gazette* is going to sell widgets for him in Burgville. You can't convince him, gentlemen, because it just ain't so!

Nor can you tell the dealer in Metropole, who uses the *Evening Blatt* because years of spending his own money have taught him that *Blatt* advertising sells merchandise, that yours is a morning newspaper schedule and anyhow the *Morning Dawn* has more circulation and a lower milline. Maybe so. Maybe your product needs morning newspapers in every other city in the country. Maybe more circulation and a lower milline spell b-a-r-g-a-i-n when spread out on the space buyer's desk. But if that Metropole dealer knows that the *Blatt* sells goods and the *Dawn* doesn't, and knows the local peculiarities that make that condition so, you'd better give him the *Blatt*. Because if you don't. . . .

### Over the Opposition of the Agency

Exactly that situation arose not long ago in a fair-size city with a number of papers. The retailers all used the *Blatt*. The distributor wanted the *Blatt*. The agency space buyer said no, even when the advertising manager of the company asked him to reconsider in view of the strong feeling among the retailers and distributor. So the distributor went to the factory and came back with a mess of mats which he turned over to the retailers. "Use 'em in your own ads, over your own sig, at your own

rate, in any paper you choose. We'll pay the bill." The retailers jumped at the chance. And they ran that copy in the *Blatt*, although they had a free choice.

The result was that the distributor was pleased, the retailers were pleased, the advertiser was pleased (because he got retail co-operation for the first time since he entered the city), the *Blatt* was pleased—and the agency was out 15 per cent on a lot of money and out considerably in reputation.

### A Unique, but Neglected Market

There's a small city out West where, for reasons peculiar to that community, the papers from the nearby metropolis simply don't enter. Few agencies took the trouble to investigate these reasons. Results, sales in that city were poor. Further result, still less reason to advertise in the local paper. Finally the distributors and dealers got disgusted. With the co-operation of the local paper's advertising manager they prepared a form postcard, stating that they would handle only such lines as gave them advertising support where they wanted it—in the local paper. And these postcards were handed out to every salesman who called. It wasn't long until sales managers began to insist on knowing what was behind this boycott. Then the agencies got busy, discovered that this really was a unique market, and everything was straightened out.

Does all this mean an implication that every paper in every city must be on every schedule? Not at all! But so long as publishers believe that space buying is not being done on the basis of a thorough investigation of markets and media, so long will publishers hang on to what weapons they have with which to get the business whether the agency gives the business to them or not.

So for the sake of everyone concerned—the agency, the manufacturer, the local factors, the publisher—let the agencies insist on conscientious market and media analyses on the part of their space buyers—analyses which will stand

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up even to the hostile publisher (who *can* be convinced if the facts are there)—and then let the agencies show the newspaper world that they are buying on investigation, fact, and reason, rather than hunches and fixed ideas.

Then not only will the newspapers co-operate but the entire problem will solve itself. What's all the shooting for now? Not on whether agencies write better copy than dealers. That's not even debated. It's based on the thought that when the dealer places the copy he sees to it that it sells merchandise. He doesn't buy on space buyers' yardsticks but on counted sales slips. Let the agencies convince the world that they, too, are most interested in placing the ads where they'll sell merchandise, and

everyone will be satisfied. For, in the last analysis, isn't that what we're all in business for?

Is this getting too far away from the point that publishers themselves are at fault because their rate differentials are unjustified? Maybe. But the point is that many publishers may now be deliberately keeping their national rates out of all proportion just so as to throw the billing into the hands of local factors. Allay the fear of these publishers that they cannot get a fair hearing except from local dealers and distributors. Then go after them with the arguments showing that everyone benefits when the differential is reduced and all national ads take the new, fairer national rate. And maybe something will happen.

♦ ♦ ♦

#### Made Advertising Manager, Walgreen Company

S. L. Williams has been appointed advertising manager of the Walgreen Company, Chicago. He was formerly with the Chicago office of Batten, Barton, Durstine & Osborn, Inc., and, more recently, has been promotion manager of the Chicago *Herald* and *Examiner*. He is succeeded in the latter position by Norman Meyer, who has been with the display advertising department.

♦ ♦ ♦

#### Ayer Directs Campaign for "Half and Half"

N. W. Ayer & Son, Inc., has been appointed by the American Tobacco Company, to direct a radio campaign on Half and Half smoking tobacco. The program, which will be broadcast over a network, will feature "Red Trails," Royal Northwest Mounted Police serial.

In addition a newspaper schedule will be run in fifty newspapers in eighteen cities.

♦ ♦ ♦

#### Has Rubinstein Advertising

The Husband & Thomas Company, Inc., New York, has been appointed to direct the advertising of Helena Rubinstein, Inc., New York.

♦ ♦ ♦

#### Insurance Account to B. B. D. O.

The Liberty Mutual Insurance Company, Boston, has appointed Batten, Barton, Durstine & Osborn, Inc., as its advertising agency.

♦ ♦ ♦

#### Essley Shirt to Mathes

The Essley Shirt Company, New York, has appointed J. M. Mathes, Inc., agency of that city, to direct its advertising account.

#### Montgomery Advanced by "Business Week"

Paul Montgomery, who has been Eastern sales manager of *Business Week*, New York, has been appointed manager of that publication. Before joining *Business Week* he had been with the new business department of N. W. Ayer & Son, Inc., and formerly was advertising manager of *American Home*. Mr. Montgomery also was at one time with *Vogue*.

♦ ♦ ♦

#### George G. Booth Heads Booth Newspapers

George G. Booth has been elected president of Booth Newspapers, Inc., of Michigan, to succeed the late Charles M. Greenway. Mr. Booth has been serving as chairman of the board of the group and was formerly president of the Detroit *News*.

♦ ♦ ♦

#### Scott Directs Jelke Advertising

Fred E. Scott, recently appointed general sales manager of the John F. Jelke Company, Chicago, has been given full charge of the advertising department, in addition to his sales duties. Under the new set-up, all advertising clears through W. H. Aaron, Jr., who is now assistant advertising manager.

♦ ♦ ♦

#### Seattle "Times" Appointment

Dudley M. Brown has been named national advertising manager of the Seattle *Times*. He was formerly with the Seattle *Star*.

♦ ♦ ♦

#### Joins Condé Nast

Morris Mudge, until recently with the Chicago office of *Photoplay*, has joined the Western staff of the Condé Nast Publications.

THE  
BOONE MAN  
REPRESENTS  
26 HEARST  
NEWSPAPERS

—DAILY—

New York Evening Journal  
Chicago Evening American  
Albany Times-Union  
Syracuse Journal  
Rochester Evening Journal  
Boston Evening American  
Detroit Evening Times  
Washington News  
Baltimore NewsPost  
Washington Times  
Atlanta Georgian  
Omaha Bee-News  
Los Angeles Examiner  
San Francisco Examiner  
Seattle Post-Intelligencer

—SUNDAY—

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Rochester American  
Detroit Times  
Baltimore American  
Atlanta American  
Omaha Bee-News  
Los Angeles Examiner  
San Francisco Examiner  
Seattle Post-Intelligencer

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RODNEY E. BOONE ORGANIZATION UNIT

CHICAGO • DETROIT • CLEVELAND • BOSTON • PHILADELPHIA





# Firecrackers for CHRISTMAS?

**T**HAT is the way they celebrate in Atlanta, yet the custom is unknown in the North. In Boston, brown eggs sell at a premium while *white* ones are "best" in New York. Thus customs differ, section by section.

Even if a manufacturer sells neither firecrackers nor eggs, the moral is equally evident . . .

The Vital Market Areas, of which America is made up and which account for the bulk of retail business, have individual customs each one peculiar to itself.

It is clear that the easiest way to sell any one of these important areas is to use arguments pertinent to *that particular locality*.

This can be done, through newspaper advertising. Newspapers that aim directly and, therefore, most effectively . . . with the timely and *pertinent* type of selling argument that has always meant greater sales . . . and more economical sales.

ALL THE  BOONE MAN

UNIT OF HEARST ADVERTISING SERVICE

NEW YORK

PHILADELPHIA • BOSTON • CHICAGO • CINCINNATI • CLEVELAND • DETROIT • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • RICHMOND • ST. LOUIS • ST. PAUL • SEATTLE

# Larger Flower Campaign

ONE of the largest national advertising programs in its history is being planned for 1935 by the Florists' Telegraph Delivery Association, headquarters of which are at Detroit. In voting unanimously for the new advertising and merchandising campaign, directors of the group voiced their belief that the 1934 campaign was responsible for the large increase in volume of flowers-by-wire business the association enjoyed last year.

Launched early in March, the 1934 program began to show results within thirty days, according to Thomas C. Duke, of Portland, Oreg., chairman of the advertising committee. March figures showed a substantial increase in both dollar volume and volume of orders. Each month thereafter showed a substantial increase—and the figures for the year recorded a 20 per cent advance over 1933. The trends were constantly upward throughout the summer and fall when general business lagged.

The association's 1935 campaign will appear in twice as many na-

tional magazines as last year, according to Mr. Duke. These advertisements will also appear more frequently and over a longer period.

"The appeal of the advertisements will be emotional as was the case last year," Mr. Duke further states. "It was demonstrated to us that beyond a doubt flowers could be sold in increasing volume only by appealing to the sentiments. Cold logic has no place in flower advertisements. Our famous slogan, 'Say It with Flowers,' will be prominently featured throughout the campaign. It will be recalled that prior to 1934, this slogan fell into comparative disuse. The Florists' Telegraph Delivery Association, believing it is one of the most apt advertising lines ever devised, has resurrected it and will make full and complete use of it."

Membership in the association is made up of nearly 7,000 bonded florists throughout the world who offer facilities for the telegraphing of flower orders. More than 5,000 members are concentrated in the United States and Canada.

\* \* \*

## Barton Acquires Interest in O'Mara & Ormsbee

Leslie M. Barton, who, as reported in last week's *PRINTERS' INK*, has resigned as managing director of Major Market Newspapers, Inc., has acquired an interest in O'Mara & Ormsbee, Inc., publishers' representative, which he will join on March 15 as a vice-president. He will be located in the New York office.

His contribution to O'Mara & Ormsbee will be to carry on for the papers which they represent, scientific marketing analysis and sales development work along the lines in which he has been engaged for the last ten years.

Mr. Barton was at one time with the *Chicago Daily News*, serving as advertising director under the late Walter A. Strong, who was a leader in the formation of the 100,000 Group, predecessor to Major Market Newspapers. Mr. Barton also has been engaged in advertising agency work and has served a number of newspapers in a counseling capacity.

\* \* \*

## Y & R Have Jack Frost Account

The National Sugar Refining Company, New York, has appointed Young & Rubicam, Inc., to direct the advertising of Jack Frost sugar.

## A. E. Aveyard Joins Charles Daniel Frey

A. E. Aveyard, formerly executive vice-president of Lord & Thomas, has become associated with Charles Daniel Frey in the Chicago advertising agency business which, for the last twenty-five years, has borne the latter's name. Mr. Aveyard has acquired a substantial interest in the firm and, effective March 1, the name will be changed from Charles Daniel Frey Company to Frey & Aveyard, Inc.

Mr. Aveyard has been associated with the agency business for the last thirteen years. He joined Lord & Thomas in 1925 as an account executive, became assistant general manager, vice-president and general manager, then executive vice-president and president of the Canadian branch of Lord & Thomas.

In his new connection Mr. Aveyard assumes the title of executive vice-president in charge of advertising planning and creative production.

\* \* \*

## With Schwimmer & Scott

Frank Shriver, formerly with the advertising department of Montgomery Ward & Company, has joined the copy staff of Schwimmer & Scott, Chicago agency.



More New York City women paying over \$12.50 for street dresses are reached in their homes by The New York Times than by any other newspaper. — From Polk Census.

**BONWIT-TELLER** welcomes a constant parade of feminine fashion seekers. This noted store of style places more advertising in The New York Times than in any other newspaper.

## The New York Times

NET PAID SALE AVERAGES

470,000 WEEKDAYS 730,000 SUNDAYS

# "STU-PENDOUS! GI-GANTIC! WORLD'S GREATEST!"

OF COURSE, if all you want is a crowd, you can do no better than simply to follow accepted circus methods. All you need to pack 'em in is plenty of din, a booming voice and the usual superlatives . . . "Stu-Pendous!" "Gi-Gantic!" "World's Greatest!" As a matter of fact, the only limit to how big circulation can be pumped (by means of the Barnum technique) is the elasticity of the newspaper's own conscience . . . and, of course, the credulity of the countryside.

When you buy anybody's circulation, these days, you must take the bitter

with the sweet. You pay, irrespective of advertising influence, for a copy that carries your ad . . . matter *where* it carries it, or *when* it carries it any place at all.

Knowing this, the thinking advertiser looks well beyond mere circulation statements. He appraises questions. He demands *how* and *what* circulation is built. What the basis of the solicitation . . . copies disposed of or *homes read*. Crowds or *customers*? In other words, how much of the grand represents soundly built circulation . . . and how much of it is *circulation*? (circulation obtained by circus methods).

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## THE CHICAGO MAIL

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GEORGE A. McDEVITT CO., National Advertising Representatives, CHICAGO



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only thorough and authentic house-to-house survey ever in Chicago (and which, incidentally, has never been successfully challenged) proved definitely that CHICAGO DAILY NEWS HAS THE HOME COVERAGE, IN CHICAGO AND SUBURBS, THAN ANY OTHER CHICAGO DAILY NEWSPAPER.

\*\*\*

being true, The Chicago Daily News, as far back as the records go, consistently carried more adver-

tising than any other Chicago daily newspaper—AND STILL DOES—despite the fact that, in 1934, other Chicago newspapers accepted and printed over 1,500,000 lines of liquor and medical advertising, *not admitted to the columns of The Daily News.*

During the year just passed The Daily News carried 19% more total display advertising than the second Chicago daily—as against 12% more in 1929. A greater leadership gained in depression years . . . because of a basically sound solidly built circulation.

# CHICAGO DAILY NEWS

Chicago's Newspaper

Representatives in CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

# There's No Argument—



The discerning eye of  
the space buyer sees that  
Los Angeles has five  
newspapers—



That four of them  
divide 47% of the retail  
Women's Wear adver-  
tising—



That the remaining 53%  
is concentrated in the—

## Los Angeles Times

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# Profits Jump with Adequate Distribution Costs

Some Merchandising Case Stories That Prove the Point

As told to Merle Higley  
By S. Keith Evans

"IF we increase our distribution costs, where is the money coming from to pay the bills—increased sales or higher prices? We can't raise prices because of our competition. We don't know where we can get enough sales increases."

In reply to this much asked question, here are some actual case histories demonstrating how typical businesses successfully increased their distribution costs, changed their price structure to provide for adequate promotional effort and produced requisite profits thereby.

These data are contributed by S. Keith Evans, who is familiar with all the programs described.

For example take the case of the knitting mill which had an item in its line—an all-wool men's union suit—on which no mill in the industry was making a profit. These recommendations for transforming this non-producing number into a profit-making item were made:

1. Take it out of the drab gray box. Give it attractive packing.
2. Put on better buttons. Give it wider shoulders, better sizing. You've been skimping—cutting here and there—because you knew you were making no profit on it.
3. Give it a new number. Tell the trade you have discontinued No. 509. Give it a new, profitable price. Put into your costs your necessary profit plus the amount needed to make the sales effort required to move the garment at \$1.50 retail. As soon as you do that, you will find a market. Plenty of people who want a better garment. By this sales method, you can find more customers than your limited production can supply—more sales than you had on the old number.

Take the problem of the flour mill which was netting only 1¼ per cent annually on the capital invested—which by the way, is not the correct basis for arriving at profit determination.\* This is a typical, "profit-less volume" case. Certain production changes were recommended which effected slight savings. But these were inadequate. The calculations proved that the mill owner must get at least \$1 per barrel more for his flour in order to secure profits necessary to perpetuate his business. That was the only problem—no other—a real distribution problem. Solve that problem and he would solve his profit difficulties.

Said the owner, "How in the world can we sell flour for \$1 per barrel more than anyone else?"

## Questioning the Mill Chemist

Now this mill was making flour by the same formula used by its competitors. The mill chemist was asked two simple questions. First, "Was he making the very best flour that could be made by this mill?" His answer was, "No, but it is just as good as anyone else makes."

Second: "How much per barrel more would it cost to make a better flour, and how much better would that be?" The answer to this question provided the "price" "selling" and "profit" solutions. Said the chemist, "For 25 cents per barrel more, we can make a flour that not only will give the bakers fifty more loaves of bread per barrel, but will give the con-

\*"Economic Right Price," W. L. Churchill, *Factory Management and Maintenance*, July, 1934.



sumer nutritive values not found in any flour on the market. No better flour could be made for any price."

It was pointed out to the owner that this improvement would give him a different product, with new sales values, thus taking it out of price-competition.

In finally solving this problem, the flour was sold at \$4 per barrel more. This higher price was obtained by intensive promotional efforts, costs of which were provided for by the new merchandising budget and program. First, the consumer was sold the idea of increased nutritive values offered by bread made from this new flour. This involved offering flour in packages through the grocery trade and advertising it to women—educating them in the desirability of better bread made from this flour. As was expected, the bakers—the old and only customers of the mill, cried out immediately that this unprecedented consumer-merchandising was direct competition with their business.

#### A New Training for the Sales Staff

This, naturally was part of the plan to educate them—the only way to make them want to buy this improved flour by showing them a market for better bread at better prices. In the meantime, the sales staff was trained in methods of merchandising flour. First they were instructed in the nutrition values with consumer-appeal contained exclusively in this new flour. Next, they were trained to teach the baker how to make profits. He could become a buyer of this flour, if he baked it and sold it according to formulas determined by the flour mill. In other words he became the manager. He bought, baked and sold according to formula, his product being prescribed and his advertising and selling methods being predetermined for him. If the baker agreed to this, the mill guaranteed a minimum turnover and profit.

His market had been established by the consumer-merchandising, which packaged the flour, sold it

through grocers and educated women about its exclusive nutritive values—thus building active customer-demand for the brand with bakers who secured the franchise to feature it. The result of this merchandising effort, based on an adequate expenditure for promotion and requisite profits, was a steady business—at no loss in volume—at an increased price of \$4 above the market. Competitors could have copied the flour-making formula and supplied price-competition, but they did not.

#### An Experience in the Jewelry Field

Another illuminating analysis of the causes of lost profits can be quoted from a radically different business—manufacturing jewelry. Here was a concern whose annual net profits had been \$250,000. In eight years they dropped to nil. Originally, the business consisted of one line only—18-carat wedding rings. During this period the company made good money—a fixed percentage for profits, 25 per cent, being added to charges for labor, material and other costs, in setting prices. Then another line was added, 14-carat rings. Prices and profits continued to be figured on the same arbitrary per cent. The combined result was a slight falling off in annual net profit.

A third line was added—platinum. Here trouble began. Following the same policy in fixing prices as on the two older lines, they found that their competitors continually undersold them. The reason being of course that the material cost of platinum was fluctuating and also much higher than gold; even the labor and conversion costs remained the same. Applying the arbitrary 25 per cent for profit, made a scale of prices out of line with competition.

Finally, a fourth line was added—washed gold rings, made of brass, which were sold to retail at 10 cents. In eight years this fourth, cheap line accounted for 40 per cent of the volume. Wholesale prices were set for this line on the same fixed percentage for profit, plus material and conversion

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costs. This is an excellent example of a widespread practice—thoroughly fallacious—that is still followed in making prices. There was immediately noted the significant correlation between the disappearance of \$250,000 net annual profit in eight years and the 40 per cent volume achieved by the cheap line in the same period.

The recommendation in this case provided for dropping of line to retail at 10 cents, finding a market for it at 25 cents; a slight rise in price of the 14-carat line; and a considerable lowering in price of the platinum line. Then all would be priced correctly for profit with ample provision for a distribution budget which would sell it, thereby securing satisfactory factory volume without destroying the business.

#### It Pays to Disagree Until All Facts Are In

As a contrast in kind of merchandise, there is the case of a new type bottling and labeling machine, built to special order by a factory. In billing this machine, which was practically hand-made, the partners decided on a price of \$1,000. The machine proved so satisfactory that they were asked to submit prices on additional machines. With this encouragement, one partner decided he could probably sell four or five other companies in the same line of business. When it came to the price decision, the partners could not agree—one set a price of \$1,250 the other, \$1,200. They decided to arbitrate by calling in a price engineer on their sales problem. Within a short time, he reported they could not possibly produce these machines at less than \$4,600 apiece.

He proved his case with cost figures, which included the correct profit on the operation, the sum required for developing sales and those additional items which, in a British budget, are captioned "Going Forward." None of these three important items had been included by the partners in their original price estimate. Then he showed them that their customers could well afford to pay \$10,000

per machine, because of what it did for them, which no machine had done before.

It saved so much money that it was well worth that price and would quickly repay the seemingly high purchase cost. Finally, one partner agreed to try to sell it for \$4,600, using as ammunition, the figures and facts supplied by the engineer about what the machine could accomplish. He returned with an order for five machines.

Another interesting example of sound business analysis and management is afforded by the policy established by a New England concern in 1930 on a highly competitive line. Realizing that a year or more might pass before business would take its normal upturn, they saw that the situation offered them one of two choices—either business done at a profit, or a long pocket-book. They chose profit as their objective to concentrate on. They asked how it could be done.

"Eliminate all unprofitable items. Let your competitors have that business," was the answer. They decided to follow this advice. If their customers wanted to buy highly competitive items from them at unprofitable prices—as they had been able to do in the past—their sales staff was instructed to reply, "Sorry, but we cannot sell it at such a low price and make any money on it."

Advertising expenditures were maintained. The sales staff was taken off commissions and put on straight salary—figured on their best commission year—in order to keep up their selling morale when volume might be reduced. (This illustrates an adequate distribution cost.) All efforts were concentrated on pushing profitable items. In addition, extra efforts were made continually to open new accounts. The result was a drop in volume from \$22,000,000 to \$20,000,000. But the profit story "was the sweetest ever told"—the largest profit year in the history of the business.

It pays to spend to sell and profits can be proved to have a direct ratio to distribution expenditures.

# A Verb to the Wise

How to Re-Flavor a Dull Advertising Broth So the Reader Will Swallow More, and Gulp It Down Faster

By George Bijur

Director of Publicity and Sales, L. Bamberger & Co., Newark, N. J.

IF there is one universal failing of American advertising copy, national or retail, newspaper or magazine, it is too much verbiage and too few verbs. The average piece of copy is swollen with adjectives, and liberally stuffed with nouns, but starved for color-verbs.

By color-verbs I mean verbs richer in implication than "to be" or "to have" or "to say"—verbs like jab, droop, chirp, grunt, squat, gulp, swish, dart, prod, prattle—verbs which single-handed paint vivid pictures and require no adjectives for retouching.

From nearly every line of a good novel, newspaper or short story, a color-verb wigwags your eye, but you can skim through pages and pages of advertising without bumping into a verb more exciting than "assure," "satisfy," or "guarantee"—anemic, overworked old-timers that should have been pensioned long ago.

A department-store advertisement in a recent issue of the New York Times hoists a typical distress signal, pleading "We haven't enough adjectives to describe the beauty and smartness of the fine Queen Anne chair."

Of course not; there aren't enough adjectives in the world to describe anything. Verbs, not adjectives, should load the copy writer's artillery. Verbs that sizzle with velocity to pierce the reader's armor of apathy, when adjectives bounce off.

Look at the speed with which color-verbs flash the whole situation, in the phrases that follow:

White hail *streamed* on her, *rattled* on her rigging, *leaped* in hand-fuls off the yards, *rebounded* on the deck (Joseph Conrad).

The conversation *fainted* again (Anne Parrish).

She *glitters* naked (Siegfried Sassoon).

A road or two *dropped* into the valley (Eden Phillpotts).

The house *creaked* as the storm *shouldered* by (Thomas Burke).

My sympathies began to *yawn* (Graeme and Sarah Lorimer).

The silence *surged* softly backward (Walter de la Mare).

The earth was *whitewashed* with sunshine (Kathleen Norris).

Five black bucks . . . *sagged* and *reeled* and *pounded* on the table (Vachel Lindsay).

The snow *sifting* thinly down (Gordon Bottomley).

Her heart *stuttered* (Robert Smith).

The alarm clock *screamed* (Victoria Lincoln).

He was *savaging* the end of a cigar (David Frome).

The wind *hooted* through the rigging (Rudyard Kipling).

Breezes *honed* on icebergs (Phoebe Taylor).

He *mellowed* as the evening *waned* (H. M. Tomlinson).

Pick up any newspaper, tabloid or Times, and see how the city editor relies on the speed and bite of color-verbs to help sell his paper. An advertising writer can frequently get away with drab copy because advertising results are so often immeasurable (except of course for retail and direct-mail campaigns,) and that old alibi Prestige Building, can always be credited with an increase in girth. But print a dull newspaper, and watch circulation slump.

That's why newspaper headlines do not read "Roosevelt Is on His Way East," but "Roosevelt Speeds East." Three words less, and they tell a lot more. Headlines don't proclaim "Large Automobile in Serious Accident," but "Bus Rams Pole; 18 Killed." And even if nothing sensational happens, the copy desk still says it with verbs. "Mayor Refuses to Act—"

**"Twice as great  
as the average increase . . ."**

# **BALTIMORE PORT ACTIVITIES UP 25 P. C. IN 1934**

**Pouder Reports Foreign  
Trade Increase Of  
29 Per Cent.**

**EXPORT FIGURES  
ADVANCED 61 P. C.**

**Customs Receipts Gain  
27 P. C. And 71 Com-  
modities Boost Tonnage**

The general activity of the port of Baltimore during 1934 showed an increase of approximately twenty-five per cent. over 1933, according to the annual report and summary of port activities of the export and import bureau of the Baltimore Association of Commerce, which was made public today by G. Harry Pouder, director.

He pointed to the foreign trade total of \$93,515,378, an increase of twenty-nine per cent. over 1933, and the export figure of \$41,821,799, which was an advance of sixty-one per cent. over the preceding year, or twice as great as the average increase in the country as a whole. The import total for 1934, an increase of eleven per cent. over 1933, was \$51,693,579.

"The first sustained indication of recovery in world trade became ap-  
parent in 1934" - G. H. Pouder

THE EVENING SUN  
Jan. 16, 1935

**THE  
SUNPAPERS  
in January:  
Daily (M & E)  
277,860**

**A Gain of 11,180  
Over Jan., 1934**

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 • POPULAR FALLACIES
 

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## "We'll Advertise Get Better"

**I**N business, doing *nothing* about a problem never is the solution. The reason: Somewhere, somebody *else* probably is doing *something*.

Today, all over the country, management is shaking itself from its lethargy. Business men see certain lines slowly gaining in sales. They see other lines stopping their downward trends. They sense a willingness to spend, rather than clutch money, on the part of consumers.

As a result, advertising appropriations are being

stepped up. In 11 months of 1934, 23% more was spent in national magazines than in the corresponding months of 1933. Similar increased expenditures are being made in radio, newspaper advertising, and outdoor displays.

This is the strongest indication that *somebody* is doing *something* about getting business. A waiting policy has become dangerous now.

It is fallacious reasoning to say, "We'll advertise when things get better." It is wiser to say, "We'll study trends and increase our advertising to help make things get better." It isn't the "times" . . . it's the buying mood of prospects that counts . . . and it's advertising that stimulates the buying mood.



# NATION'S BU

260,000

PUBLISHED MONTHLY AT WASHINGTON BY

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**S OF ADVERTISING No. 5**


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# When Things



AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. ¶Every business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. ¶For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

# S BUSINESS



CIRCULATION

BY THE UNITED STATES CHAMBER OF COMMERCE

# "Mystery Remains Unsolved."

Of the 155 news stories in the first section of a recent Sunday edition of the New York *Times*, 151 pack verbs into their headlines; 109 use two verbs, and thereby cram that much more of a tale into the display. Of the 211 advertisements in the first section of the *Times*, only eleven use verbs in the headline, and in not one case does the text reveal a verb more intriguing than "wear, pay, find, come, delight."

The movie short through which Alexander Woolcott recently pranced introduces a word-game which might prove as valuable a weekly practice for copy writers as fire-drill for shiphands. Any two people can play. The person who has the honor assigns to his opponent any letter of the alphabet. Let's suppose it's "M." The opponent then has two minutes in which to scribble all the words he can think of that begin with M. When time is up, it becomes your turn to choose a letter, and his to write words. The person who jots down the longest list wins.

Do you think that if this game were made an Olympic sport, using verbs only, you'd be on the U. S. team? All right, let's go—how many color-verbs do you know beginning with "s"? There are at least 200 good ones. Jot down as many as you can before you glance at the list that follows and see how many you've missed.

sag	scout	scuttle
salve	scowl	sear
sap	scramble	search
saunter	scrap	seep
saw	scrape	seethe
scald	scratch	seize
scamper	scrawl	shake
scan	scream	shape
scare	screech	shave
scatter	screen	shear
scent	screw	sheathe
scissor	scribble	shed
scoff	scrimp	shelter
scold	scrub	shield
scoop	scrunch	shift
scout	scud	shimmer
scorch	scuff	shirk
scorn	scuffle	shiver
scour	scurry	shout

shove	snoop	steam
shower	snooze	steer
shriek	snore	stiffen
shrill	snort	stifle
shrink	snub	stilt
shroud	snuffle	sting
shrug	snuggle	stipple
shudder	soar	stir
shuffle	sob	stoop
shun	spank	storm
shunt	sparkle	straddle
shut	spatter	straggle
shy	spawn	strain
sidle	spear	strangle
sift	spice	strap
sigh	spike	stray
sight	spill	streak
simmer	spin	stream
simper	spit	stretch
sink	splash	stride
sip	splatter	strike
sizzle	splice	string
skid	splinter	strip
skim	split	stripe
skip	splotch	stroke
skip	splutter	stroll
akirmish	spot	strop
skulk	spout	struggle
slam	sprain	strum
slant	sprawl	strut
slap	spring	stud
slash	sprinkle	stumble
slick	sprint	stump
sling	sprout	stun
slit	spruce	stutter
slop	spurt	sue
slope	sputter	sun
slouch	squabble	suppress
slump	squander	sulk
slur	squash	surge
slush	squat	swab
smack	squawk	swaddle
smash	squeak	swagger
smirch	squeal	swarm
smooth	squeeze	sway
smother	squelch	sweat
smoulder	squint	sweep
smudge	squirm	swelter
snake	squirt	swim
snag	stab	swindle
snarl	stack	swing
snatch	stagger	swirl
sneak	stain	swish
sneer	stalk	switch
sniff	stammer	swivel
snip	stamp	swoop
snipe	stare	
snivel	starve	

Perhaps what America needs is a good 5-cent thesaurus.



7, 1933

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# COLOR . . . FROM ORDINARY PHOTOGRAPHS

★*This advertisement is a demonstration to advertisers of what can be accomplished with low-cost "art work." The original of the two pictures was a quite ordinary black and white photo print, purchased from a commercial studio for \$10.00.*

★*To that \$10.00 worth of original "art work" we added a good deal of loving care on the part of an engraver. Then we printed it by a process known as Donnelley DEEPTONE. The result is a depth, accent and color far beyond anything in the original picture.*

★*Here is illustration with the effect of full color pictures. Yet compared with color drawings or color photographs, the cost is negligible. The expense of printing plates is moderate, too . . . and the printing can be done effectively on inexpensive paper.*

★*Such pictures can be made in many unusual color combinations. They attract attention, make sales. They are especially suitable for magazine inserts . . . and for attractive and unusual merchandising direct mail pieces.*

★*You incur no obligation by asking us to tell you more about the Donnelley DEEPTONE process.*

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*Photo Underwood & Underwood*

HERE'S THE . . . SOAP?

# WE HAVE A SERIES OF FOLDERS AND BOOKLETS

*which shows the effects the DEEPTONE process gets when the printing is done*

*in black only*

*in duotone*

*in flat colors*

*in four-color process*

*in process reproduction from*

*direct color photographs.*

★Here almost any advertising man is likely to find an idea for a way to make some folder, booklet or broadside more effective or less expensive—or both.

★If you have not seen these demonstrations of ours we should be glad to send them to you.

## THE LAKESIDE PRESS

R. R. DONNELLEY & SONS COMPANY, 350 EAST TWENTY-  
SECOND STREET, CHICAGO. EASTERN SALES OFFICE  
305 EAST FORTY-FIFTH STREET, NEW YORK.

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# Curb Industrial Order-Taker

Mechanical Power Engineering Associates Organize Co-ordinated Group Drive, and Now Selling Is Right

By Roger L. Wensley

President, G. M. Basford Company

**I**NDUSTRIAL marketing is afflicted with the order-taker, just as is the consumer business. Industrial selling almost always demands the creative type of salesmanship. Not all industrial lines require engineer-salesmen, but nearly all these lines do require men who have some technical training or who, at least, are able to discuss mechanical, engineering and production problems intelligently.

I know of several cases where the persistence of order taking, in the face of the need for creative selling, has brought once-prosperous industrial sellers to a low ebb in their sales. A situation that exists or has existed until recently in the power transmission industry is an example in point.

About three years ago certain manufacturers of power transmission equipment began to realize that their markets were being steadily cut into by competing modes of drive. Here was a case where the regular "order taking" of jobbers' salesmen was futile. "You wouldn't want any belting today, Mr. Jackson?" brought nothing but "No," because Mr. Jackson no longer used belting. And when he discarded belting in favor of direct drive by electric motor he had no more need for pulleys, hangars, pillow blocks and similar other transmission equipment. Thus, a big industry had begun to take the count because of too much order-taking salesmanship.

Fortunately, these transmission equipment manufacturers got back on their feet before it was too late. They saw that if they were to hold their markets in the face of competition, they must equip the jobbers' salesmen and their own salesmen in direct selling territories, to enable them to discuss both the

engineering and the economics of modern group drive of machines vs. the direct motor drive. In other words, salesmen should be educated to create orders in place of merely asking for them.

To this end a group of belting, pulley and bearing manufacturers and others in similar lines formed the Mechanical Power Engineering Associates. In this organization are banded together manufacturers of utterly diverse equipment but with the common interest of furthering the use of Modern Group Drive. Their first step was to hire competent engineering counsel to study the problem from the economic standpoint. They had no desire to fool themselves. They felt that modern group drive had a proper place in production, but they wanted data to substantiate this view. Certainly, before they could combat the inroads of competition they needed facts and figures to support their contention.

When the engineers had completed their studies it was evident that in many places modern group drive is unquestionably the most economical form of transmission.

## Even Technical Men Are Style Conscious

The investigation brought out that engineering and factory executives, for all their hard-headedness, are as subject to the changing fashions in equipment and manufacturing methods as the most style-conscious woman. Desiring to be considered up to date and progressive these executives often install new equipment which is not warranted by the dollars-and-cents audit of the results. New materials and new machinery frequently have reached efficiency peaks soon after their introduction that are not attained again. In many cases zeal

for the "new" out-runs judgment. Eventually, however, the morning-after logic of pure bookkeeping wins out and the fashion product either loses out altogether, or if it has enough merit to justify its retention, it is relegated to its proper niche in the production scheme.

Some such development has been taking place in the power transmission industry. In the enthusiasm for direct motor drive—a motor for each individual machine—the bounds of economic license have been over-stepped.

The fact that there is a place for both group drive and unit drive was entirely overlooked. Direct drive was being recommended for all power transmission in factories.

#### **Educating the Jobber's Salesmen**

With plenty of data to show just where modern group drive belongs the question arose as to how the jobbers' salesmen might be educated to use it properly. This became the most urgent of the objectives of the Mechanical Power Transmission Associates. It is admitted that few of these men have the benefit of engineering training. Many of them are practical shop men but few of them would be able to hold their own in an engineering discussion with a plant executive.

A co-operative effort that would take full advantage of the talents of all of the interested sellers was found to be the answer to this problem—the lack of engineering skill in the average salesmen.

It was decided to express this co-operative effort through Power Transmission Clubs. These clubs were organized by the engineers who made the original economic studies for the association. These men traveled from city to city in forming the clubs. They stayed in a locality until enough men who are engaged in selling group drive equipment could be got together.

In the membership were included mill supply salesmen, salesmen of the companies concerned in the effort, power specialists of the public utilities and in fact anyone who is desirous of promoting modern

group drive. Here for the first time is gathered together a variety of power transmission salesmen, many of them direct competitors. All of them, though, are now occupied in selling group drive to industry.

The initial meetings of the clubs were devoted to a discussion of the engineering principles of this type of drive. The talk was in a b c terms, thoroughly intelligible to laymen and specific in pointing out the savings that could be effected by using the best sort of drive for any given task.

A graphic sales presentation was prepared for use at club sessions that pictures the whole idea of group drive. The economy and efficiency of this type of operation is stressed. At the same time no omnibus claims are made for group propulsion. It is made clear that this drive has its limitations, that it cannot be employed to the best advantage everywhere, but that where it can be used it will give the kind of satisfaction that can only be expressed in black-ink arithmetic.

This was a good start. Keen interest was shown by the Power Club members in the material presented. The meetings were a great success. Still this came a long way from selling the user. Although the effort made the salesmen more familiar with the general aspects of modern group drive most of them were still far from being adequately equipped to sell the proposition to their customers.

#### **But the Buyers Weren't Being Sold**

In other words the membership of the clubs were being "sold" on group drive, but the buyers were not. Obviously the effort would not bring home much bacon until club membership enthusiasm for their system of power drive was translated to the factories where transmission was actually being used. The principal fault, of course, with their selling is that they were pushing their own individual product instead of selling the group drive idea. They had forgotten, for the time being, that their own product would go over

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only as group drive went over.

For example, a club member salesman awoke one morning to find that an important plant had switched to direct drive and had actually bought the new equipment without any transmission salesman knowing that such a step was contemplated. Here in one lump was lost \$75,000 worth of business. What was worse a former customer was permanently removed from the market.

On a smaller scale such disasters were occurring throughout the industry. As soon as the salesmen became aware of this situation, they lost no time in discarding their selfish attitude. They stopped plugging their own line exclusively, and became salesmen for the group drive principle and for all the equipment used in this kind of power transmission. Every salesman became a bird dog for group drive. He watched for every opportunity to talk the principle back of the type of equipment he was representing. If he felt that the discussion was developing beyond his depth he did not stick out his neck. He departed in time, leaving the prospect's door open for a return call, and then went to his club for help.

#### A Clearing House for Technical Problems

The best equipped salesmen in each Power Club constituted a technical committee. To this committee the salesmen bring word of plants that are interested in the group drive idea or plants which are thinking of buying new equipment or in making additions or changes. It is to this committee that the harassed salesman who got in over his depth took his perplexity. From this point, the technical committee goes into action. In general it is thoroughly equipped to cope with any technical problem. Backing it up at headquarters are the experienced engineers who had made exhaustive studies of transmission under a wide variety of conditions. The industry therefore is competent to deal with any engineering problem that may arise.

Forms were prepared at head-

quarters to guide the making of economic studies. These were kept as simple as possible. Usually when salesmen are talking group drive to a plant executive the discussion is led from a consideration of technical obstacles to that of economy. The investment that it will be necessary to make is estimated and the expected economies that numerous previous experiences prove can be realized are outlined. In this way it is possible to figure approximately the return that will be received from the investment. The average salesman in the Club can use this kind of selling talk effectively, whereas he would soon be in a fog if he got into an engineering sales argument.

To maintain the interest of the Power Clubs at a high level and to make each one realize that it is a part of a widespread activity, a weekly news letter and house magazine goes to each member. This tells of the achievements of the member clubs and discusses in simple terms technical problems that have arisen and the solutions that have been suggested. This is gradually educating the salesmen in technical matters so that fewer demands will be made on the technical committees. As a result of the effort the individual salesman is gradually becoming more competent to sell the group drive idea.

Enough sound accomplishments of business saved to the industry already exist to demonstrate the success of the Power Club method of co-operative selling.

Encouraged by their success, the manufacturers who started this movement are now ready to take the next step. They have asked all others interested in group drive to join them in a co-operative advertising campaign. The purpose of this endeavor is to educate industrial executives further on the advantages of group drive. This campaign is already under way.

Already much has been accomplished by the Mechanical Power Engineering Associates. The campaign is still in its infancy and it will take time to tell if there are bugs in it that will have to be killed.

# A Young Man Named Lamont

He Was New to Advertising, but Told the Salesmen He Wanted to Learn

By A. Wineburgh

FOR many years I did business with Cushman Brothers, manufacturers' agents, who were located on Hudson Street, New York.

All these negotiations were carried on with the elder Cushman, and upon calling there one day, I was told that there was a new man taking charge of the advertising.

I rather resented the idea of being referred to a new man on his first day with the company, after doing business so long with Mr. Cushman. I endeavored to have Mr. Cushman continue to negotiate with me. He had the deciding voice and I felt I would have to come to him in the end.

But he insisted that the new man was in entire charge. So with a chip on my shoulder, I went reluctantly with Mr. Cushman, who introduced me to the young man. We were about the same age, although I had been in business a number of years.

Mr. Cushman left and I was invited by the new advertising man to be seated before he himself took a seat. After saying that it was

his first day at business, he confessed that although he was in charge of the firm's advertising he knew nothing about it. He admitted that he would have to depend upon advertising men who called on him to acquaint him with the various mediums and to give him a general knowledge of advertising. He then told me how much he would appreciate any help I could give him.

This completely took the wind out of my sails. He listened attentively for an hour or more to what I had to say. Again he thanked me and said that if it was possible to do business with me, he would be glad of the opportunity and asked me to keep in touch with him to discuss the advertising of their products.

On returning to my office, I told of my interview—said that I had met a most unusual young man, who I was sure was going to forge ahead—and I was right.

This young man was Thomas W. Lamont, now of J. P. Morgan & Company.

The firm of Cushman Brothers has since become Lamont, Corliss & Company.

This is the eleventh of a series of autobiographical notes. Others will appear in succeeding issues.

(Copyrighted by A. Wineburgh, 1935)

## Standard Brands Sets Up Package Study Unit

George R. Webber, for the last four years manager of the Hoboken, N. J., Chase & Sanborn coffee plant, has been appointed manager of a unit to be known as the Package Development Bureau, at the offices of Standard Brands, Incorporated, New York. This bureau has been organized to make a study of all containers and packages used by the company with a view to improving their general utility, style and costs, if possible.

• • •

## Detroit Agency Appoints

Leon Weinberg has been appointed general manager of the Simons-Michelson Company, Detroit agency.

## Indianapolis "News" Appoints Roger M. Reynolds

Roger M. Reynolds has been appointed national advertising manager of the Indianapolis *News*, according to an announcement from Frank T. Carroll, business manager. Samuel G. Howard will be merchandise manager.

For years Mr. Reynolds was associated with the Atlanta *Georgian-American* of which he was national advertising manager and, later, director of advertising. In 1928 he was made manager of the Southern office of *The American Weekly*, returning to the *Georgian-American* as advertising director in 1930. He became advertising director of the Memphis *Commercial Appeal* in 1932. More recently he has been with the Louisville *Courier-Journal* and *Times*, where he had been handling advertising promotion.

# AVERAGE NET PAID CIRCULATION

For the Six Months' Period  
Ending December 31, 1934

220,226 Weekdays

240,202 Sundays

an INCREASE of

30,351 Weekdays

46,275 Sundays

over the corresponding period  
of 1933

A good circulation that reaches two out  
of every three homes in Detroit from which  
emanates four-fifths of all retail purchases.

## The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

# STRENGTH

**where advertisers need it**

**A**DVERTISING managers know that advertising is part of selling. Sales managers know the closer it parallels sales effort, the better it works.

**THIS WEEK** goes hand in hand with salesmen. Its circulation is concentrated where the business is done. It supports the dealers who sell the most goods.

A full-fledged weekly magazine distributed with Sunday newspapers, **THIS WEEK** combines the speed and sales pressure of the newspaper with the sustained sales power and the full reproduction facilities of the magazine.

Pardon our statistics, but **THIS WEEK** reaches more than 4,000,000 families; over 3,000,000 (practically one out of every three families) in the 21 cities and their

*Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis,*

*Memphis, Mil-*



**UNITED NEWSPAPERS**

**MAGAZINE CORPORATION**  
420 LEXINGTON AVE., N. Y. **CHICAGO: 360**  
**DETROIT: GE**



trading zones where 50.9% of the retail business of the "A" Market\* is done. That's *three to five times as many as the leading national magazines.*

This is the major portion of the circulation. In addition, there is a round million families in the supporting territory, families sufficiently concentrated to be a real sales influence. That's what we mean by balanced circulation.

THIS WEEK is *strong* where other magazines are weak. Its concentration in the sales centers permits balanced advertising . . . advertising which supports dealers and salesmen *where they sell* . . . advertising which works for a living.

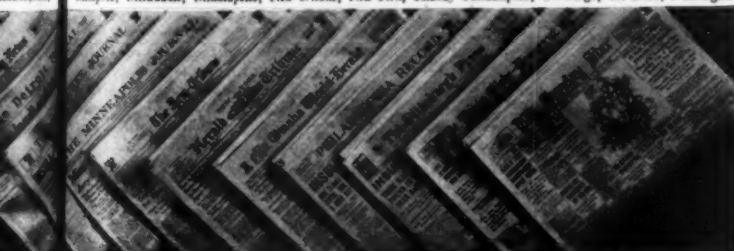


America's "A" market—and yours—the buying states east of the Rockies where nine out of ten Americans live; where 88% of the retail business is done.

# THIS WEEK

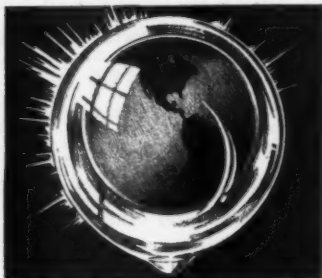
*A Powerful Sales Force in America's "A" Market*

Memphis, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington



CHICAGO: 360 N. MICHIGAN AVENUE  
TROY: GENERAL MOTORS BLDG.

SAN FRANCISCO: 111 SUTTER STREET  
LOS ANGELES: LINCOLN BUILDING



## A SOAP BUBBLE BIG ENOUGH TO ENCOMPASS THE WORLD

If ever a national contest is held for the cleanest-faced community, Cincinnati most certainly would be eligible. In order to keep themselves and their clothes clean, the 159,888 families of Metropolitan Cincinnati use 13,397,463 pounds of chips, toilet and bar laundry soap annually (according to the Sales Potential Survey made by the Major Market Newspapers, Inc.) That's a lot of soap. Enough, we estimate, to make a soap bubble big enough to encompass the world.

## A PAINT BUCKET OF 430,533 GALLONS

The same pride in appearance that makes the people of Metropolitan Cincinnati such generous consumers of soap, is also reflected in their purchases of ready mixed household

paint. To "clean up and paint up" annually these same families buy (according to the same survey) 430,533 gallons of paint. While, by the process of measuring the soap, this would hardly be sufficient to cover the earth—still it's 430,533 gallons of paint.

## WHAT INFLUENCES SUCH SALES IN CINCINNATI?

Cincinnati is indeed a consuming market. And the Cincinnati Times-Star reaches all those who are best able to do the "consuming." The Times-Star leads in Cincinnati in City and Suburban Circulation, as well as in total volume of advertising. Taking Soap as an example, the Times-Star carried (during the twelve months of 1934) 75,356 lines of toilet soap advertising alone. The Post carried 48,701 lines, and the Enquirer (daily and Sunday combined) carried 21,562 lines. In total Display Advertising, the Times-Star carried (during the same period) 8,873,573 lines, the Post 4,893,397 lines and the seven-day Enquirer 7,537,358 lines.

## FIGURES ON GAS STOVES, DOG FOOD, TOMATO JUICE AND SHAVING CREAM

*If you are more interested in Gas Stoves, Dog Food, Shaving Cream or Tomato Juice, the annual consumption figures on the Metropolitan Cincinnati market will prove to be just as much of a revelation. In fact, we should like to send you the available figures on any particular commodity in which you are interested.*

## CINCINNATI TIMES-STAR

HULBERT TAFT, President and Editor-in-Chief

New York: Martin L. Marsh, 60 E. 42nd Street  
Chicago: Kellogg M. Patterson, 333 N. Michigan

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# Meat Tells Its Story

Close Point-of-Sale Tie-up Features Industry's Market by Market Co-operative Program

MEAT might be termed the Cinderella, from an advertising standpoint, of the American menu. The leading packers, it is true, have always been sizable advertisers, but their copy has been devoted almost entirely to specialties, such as bacon, hams, sausages and so on. Meat retailers, if they advertise at all, talk principally in terms of price. But there has been practically no advertising of meat as meat; virtually unhonored and unsung are the health values and the gustatory merits of the T-bone steak, the loin of pork, the roast prime ribs of beef, the leg of lamb.

Exceptions to this condition are now to be noted in the cities of Boston, New York and Philadelphia. For, in these three metropolitan centers, the meat industry has initiated during the last year a program of advertising and merchandising designed to promote its products into a more prominent position in the foreground of the American diet.

The project is being conducted through the National Live Stock and Meat Board, an association of interests representing the entire industry, from the stockman's ranch to the butcher's counter. And evidences of success are such that eventual expansion into other large cities is planned, the next move being scheduled to get under way in Pittsburgh during February.

Broadly, the purpose of the program is, of course, to increase the consumption of meat. Under this heading there are two immediate objectives. One is to get across a message of the food value of meat products. The second is to teach women to cook meat properly, so that, getting the most out of the money she spends for meat, the housewife will naturally be inclined to buy it more often.

The program is designed on a basis which is somewhat unique in the annals of industry advertising.

It is composed, as may be gathered above, of individual programs in metropolitan markets, and a large representation of the independent meat dealers co-operates with the National Live Stock and Meat Board in financing the campaign. Each campaign is set up and conducted as an individual unit for a one-year period, but all are tailored to a standard pattern.

That pattern, briefly, involves the following steps:

First, representatives of the Live Stock and Meat Board go into the city and call upon the independent dealers to sell them on participation in a campaign. The dealer pays in so much a month, depending somewhat on the size of the city, and the combined contributions go toward the purchasing of newspaper space and various forms of tie-up material. The Board's merchandising department also provides the participating dealers with helpful information on the proper display and selling of meat products.

## Contests Bring Consumer into the Picture

With the dealers lined up, the consumer is brought into the picture with a series of "Meat for Your Good Health" contests. On one Sunday of every month is run a double-page spread newspaper advertisement announcing a contest for the best recipes for preparing the particular cut of meat which is illustrated, a different cut being featured each month. Fifty-seven prizes are offered, a refrigerator, electric range, washer, ironer and meat orders ranging in value from \$100 to \$5. Prize winners get their choices of these in the order in which their recipes are rated by the judges.

These recipe contests are designed to get women thinking of the many different ways in which various cuts of meat may be

served, thus making the serving of meat more attractive to her as a cook and to her family clientele at the dining-room table. If the woman does no more than read the sample recipe published with the contest announcement, she will get at least one new idea about serving meat. The prominent featuring of a different cut each month also helps to make a firm impression of the many different types of meat which are available; housewives often get into ruts in making their meat selections and choose from a relatively limited range.

On each of the intervening Sundays an advertisement featuring a weekly contest is scheduled. The weekly contests place emphasis on the food value angle of the program's objectives. Each consists of an incomplete limerick with the health benefits of meat as its central plot. Entrants are to supply a missing last line; and an assortment of fifteen prizes, consisting of from six to thirty-six packages of various grocery items, is offered.

At the top of this contest structure stands a yearly competition. For the recipe entered in the monthly contests which is deemed best of all submitted during the year, there is an award of a Ford sedan.

#### Every Activity Leads to the Point of Sale

The essence of the effectiveness of this co-operative effort is the unusually close manner in which the entire program is tied in with the point of sale. Every phase of the program leads directly to the counter where the product is sold. In each of the monthly double-page advertisements, the complete list of participating merchants, classified for easy reference, is published. It is necessary for prospective entrants in both weekly and monthly competitions, to go to the dealer's store to get an entry blank. Each co-operating dealer is furnished with an identifying insignia in the form of a large poster which carries exactly the same illustration as appeared in the newspaper advertisement for the current month's contest.

The dealer also has recipe books which he can supply to his customers and various types of store promotional material. Most of the prize awards likewise tie in with the point of sale, since the winners secure their meat orders and groceries from the dealer from whom they secured their entry blanks. The dealer is re-imbursed in cash for such goods and so gets a nice piece of business out of it.

In this manner the business of selling more meat is thoroughly and tangibly hooked up with the educational purposes of the program. At the same time, the individual participating dealer gets a chance to see real evidence that the campaign is benefiting his store's buying traffic, assuring the continued support and faith which is so essential to any co-operative program.

Recently the program completed its first full year of operation in a market, with results which the National Live Stock and Meat Board regards as very successful. This was the Boston campaign. A total of 870,000 contest entry blanks were distributed during the year, and 108,000 entries were received from consumers. On the basis of this experience a second year's program is now under way in that city. The dealers apparently are well sold on the activity.

It is the eventual expectation of the National Live Stock and Meat Board to stage programs of this sort in every large city throughout the country. The process of expanding into a new market is necessarily a slow one, since advance solicitation to secure the participation of 1,200 to 1,500 dealers is necessary—and small independent meat dealers are not the easiest prospects in the world to be sold an advertising plan.

As it is presently designed, the program is adaptable only to metropolitan cities where there is a possibility of lining up at least 1,000 or so dealers. The Board plans, when the larger centers have been gotten under way, to work out some variation of the campaign which will be feasible for application in smaller markets.

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January

# I See Where . . .

CANADA'S 1930 food bill \$828,260,000 says Dominion Bureau of Statistics. . . . Watch out for new Federal excise taxes. . . . *Montana Oil Journal* suggests compulsory use of bacon for breakfast to aid farmer as alternative for Buckbee Bill compelling use of blend of 10 per cent agricultural alcohol in all motor fuel. . . . Mapes Bill H.R. 5062 amends anti-trust laws to prohibit corporation from getting control of competing corporation and makes unlawful discrimination in prices between purchasers of commodities. . . .

NRA Advisory Council recommends prohibition of use of scrip in payment of wages. . . . Australian Broadcasting Commission reports 229,214 licenses issued as of June 30, 1934, increase of 78 per cent over total in previous eight years. . . . Sales of gasoline by purchasers to co-operative and self-help associations receiving Federal funds subject to excise tax, says Bureau of Internal Revenue. . . . Amendment to macaroni code will prohibit offering or giving "prizes or premiums or gifts directly or indirectly to any trade buyer or to any purchaser or to the consuming public," exempting giving of calendars or "articles of no possible intrinsic value." . . .

Federal Housing Administration reports over 4,000 community modernization campaigns in operation with house-to-house canvasses in over 1,700 cities, pointing out results of campaign has furnished newspapers in five months with 22,000,000 lines of new advertising and furnished 1,400 trade papers with 1,100,000 agate lines of new business. . . . NRA recognizes national code authority of periodical publishing and printing group of Graphic Arts Industry. . . .

National budget for advertising-typography industry \$15,000 for year ending October 28, 1935. . . . National Graphic Arts Co-ordinating Committee proposes that term "printing" include multilith and rotoprint. . . . Budget for national food and grocery distributors code authority \$590,000 for calendar year 1935. . . . Senate for third Congress in a row passes bill (S.1226) barring unsolicited merchandise for sale from the mail. . . . Iowa legislature gets Harrington chain-store tax bill. . . . Colorado 2 per cent sales tax passed and signed by the Governor. . . . New Jersey bill providing for 2 per cent sales tax introduced in Assembly February 2 with list of exemptions. . . . New York City Merchants Association protests Harrison Bill to make sales taxes apply equally to interstate and intrastate commerce, pointing out if precedent established States will pass many interstate commerce taxes. . . .

Ohio Court of Appeals holds Ohio Recovery Act invalid and Kings County (N. Y.) Supreme Court holds New York State Recovery Act invalid. . . . Arkansas legislature gets bill proposing 3 per cent sales tax. . . . Wholesale commodity price level for year 1934 as a whole goes to 74.9 per cent of 1926 average showing increase of nearly 14 per cent over 1933 but 21½ per cent under 1929, says Bureau of Labor Statistics. . . . Retail prices of food up 2.2 per cent during two weeks ending January 15, says Department of Labor. . . . Farm price index rose six

points from December 15 to January 15 and at 107 on latter date index was highest since November, 1930, according to Bureau of Agriculture Economics. . . .

• • •

Employment for year ending December, 1934, was 14.2 per cent above annual average of 1933, 22.9 per cent above 1932, and 1.8 per cent above 1931, says Bureau of Labor Statistics. . . . According to survey made by *Journal of Commerce* (N. Y.) "Substantial recovery in producer's goods industry is not yet in sight" but most manufacturers expect moderate improvement in business in 1935. . . . Dun & Bradstreet, Inc., sees definite revival in nearly all branches of business. . . . "It is expected that business volumes will be well maintained for several months," says Standard Statistics Company. . . . In December Federal Reserve Board's seasonally adjusted indexes of industrial production and factory employment increased sharply. . . .

• • •

"General course of business: up in the first quarter, then down in the long shallow U-shape curve in the middle of the year and up again toward the end to a level a little higher than at the beginning of the year. A creeping recovery, not a boom, in 1935," says Kiplinger in February *Nation's Business*. . . . "General business activity appears to have risen sharply since the beginning of the year. The advance marks both a continuation and an acceleration of the upward trend that has been visible since last September," says Guaranty Trust Company of New York. . . . "Present outlook is that national income in 1935 will not be much larger than in 1934 since it is probable that the force of the rebound from the depression's low in 1932 has been largely expended," says Alexander Hamilton Institute. . . . *Review of Reviews* index of general business 63.5 on January 26 against 57.9 corresponding week year ago. . . . *Business Week* index 65.1 against 65.7 year ago.

G. M. S.

♦ ♦ ♦

#### Plans Rotogravure Campaign

Cohen, Goldman & Co., New York, are planning a national rotogravure campaign on Knit-tex topcoats and Worsted-tex suits. Hirshon-Garfield, Inc., New York, is now advertising and merchandising counsel for this company.

• • •

#### Gets Champaign-Urbana Paper

The Champaign-Urbana, Ill., *News-Gazette* has appointed Prudden, King & Prudden, Inc., as its national advertising representative, effective March 1.

• • •

#### Appoints Breese

The Knox Gelatine Company, Johnstown, N. Y., has appointed Murray Breese Associates, New York, to direct its medical advertising.

• • •

#### Weatherby with Dell Group

George W. Weatherby, Jr., formerly with *Billboard* in Chicago, has joined the sales staff of the Dell Fiction Group.

#### Joins Paul Block

R. Webb Sparks, formerly with Hays MacFarland & Company, Chicago agency, and before that with the former Millis Advertising Company, Indianapolis, has joined the Chicago office of Paul Block & Associates.

• • •

#### Roxal Account to Budke-Connell

The Roxal Company, St. Louis, has appointed the Budke-Connell Agency, of that city, to direct its advertising account. Newspapers will be used.

• • •

#### W. J. O'Neil Opens Office

William J. O'Neil, industrial designer, has opened an office at 155 East 34th Street, New York, where he will offer a styling service.

• • •

#### Represents "The Chase"

*The Chase*, Lexington, Ky., has appointed The Gray-Nogues Company, New York, as its national advertising representative.

# FIVE leading Washington (D. C.) Stores made a "reader" survey—and this is what they found:

Out of 9223 inquiries

**7486 read The Evening Star**

Only 1826 read The Evening News

Only 1344 read The Evening Times

Only 3527 read The Morning Post

Only 2467 read The Morning Herald

**7008 read The Sunday Star**

Only 2987 read The Sunday Post

Only 2231 read The Sunday Herald

The Star—Evening and Sunday—is really all that is necessary in Washington

**Minimum cost for  
maximum results**

An Associated Press Newspaper  
Member Metropolitan Sunday Newspapers  
Member Major Market Newspapers

New York Office  
**DAN A. CARROLL**  
110 E. 42nd St.  
Chicago Office  
**J. E. Lutz**  
Lake Michigan Bldg.







A better business man than his

*This series of "reason why" advertisements is being run to help advertising agents and advertising managers get appropriations OKed today.*

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**T**HIS young man wants something. He wants it *right now*. And he knows that the quickest way to get it is to advertise that fact.

His dad wants *sales*. He'd like to have them *right now*, if possible. But instead of asking for orders with content, sales-producing advertising, he's waiting—waiting—waiting. Hoping that orders will come in of their own accord.

The pessimists are right when they say business hasn't picked up. It hasn't picked up *for them*. But their alert competitors who are in the advertising pages asking for orders, opening doors for their salesmen, reminding their new prospects and old customers that they're still making a worthwhile product—*they'll tell you an entirely different story!*

Let the McGraw-Hill representative show you how really **inexpensive** it is to cover Industry's 12 major markets. A little money wisely spent in the right business papers will cover the responsive buying power throughout America's major markets. That's the way to *make* business better!

# McGRAW-HILL PUBLISHING COMPANY, Inc.

330 West 42nd Street, New York, N. Y.

American Machinist

Station

Transportation

Business Week

Al Age

Chemical & Metallurgical

Engineering

Instruction Methods

Electrical Merchandising

Electrical West

Electrical World

Electronics

Engineering and

Mining Journal

Engineering News-Record

Food Industries

Factory Management and

Maintenance

Metal and Mineral Markets

Power

Product Engineering

Radio Retailing

Textile World

Transit Journal

# Sales Interest for Parts

## Caterpillar Builds Effective Advertising for Attachments in Illustrated Catalog

MANY otherwise excellent catalogs fall down badly in one section—that dealing with accessories, attachments or parts.

The manufacturer will devote his best copy and layouts to describing individual machines or products but when the prospect reaches the pages dealing with parts he suddenly finds himself wandering down a cluttered side street surrounded almost entirely by figures and unattractive illustrations. Apparently the advertiser feels that his selling job has been done and that the parts section will be used wholly as a reference book.

He is probably right in the latter contention, but the fact remains that a reference book can be made highly interesting, as witness the "Encyclopedia Britannica."

The Caterpillar Tractor Company has just issued a catalog with the title "Special Attachments for Special Needs." This book stands out because it shows how interesting a parts or attachment catalog can be made when a little imagination is applied to the problem.

The technique is simple and is admirably illustrated by page four.

The illustration, which takes up half the page, shows a tractor doing heavy work in the lumber woods. Inset into this picture is a detail illustration of a front bumper.

The copy reads:

**Front Bumper.**

**Radiator Protection...**

**Pushing Power.**

On logging operations, the radiator is in constant danger. The front bumper "takes the rap" when obstructions are hit and saves damage to the

radiator. It also gives you a strong surface for a buffer to boost heavy objects—rescue stalled trucks—switch railroad cars—do many odd jobs on a moment's notice.

Bolted to the main frame, the bumper is sturdy and strong for hard usage. It is a thick steel plate, extending beyond the bottom radiator casting, with a heavy beam welded across the front. The design differs slightly for some models.

Available for Models—Diesel Seventy-Five, Seventy, Diesel Fifty, Fifty, Diesel Forty, Forty, Twenty-Two.

Diesel Seventy, Diesel Sixty-Five, Sixty-Five, Sixty, Diesel Thirty-Five, Thirty-Five, Thirty.

The same technique is used in the majority of the pages. For instance on the page advertising the crankcase guard a tractor is shown doing work in a spot where jagged

**RADIATOR GUARD**

**Protection in Heavy Brush**

In the "Caterpillar" line you have been strongest, to help through rough country-to hard loads when you direct—with little change in ordinary operation. But in the heavy brush of logging operations, or hard clearing, a special protection is to guard the radiator which bears the brunt of the rough treatment.

With thick steel plate, protected to guard from all directions, to securely bolted to the bumper. Heavy radiator frame, welded to the guard, hold it safely in position. This radiator guard can be used only with front bumper.

Available for Models—Diesel Seventy-Five, Seventy, Diesel Fifty, Fifty, Diesel Forty, Forty, Twenty-Two.

Diesel Seventy, Diesel Sixty-Five, Sixty-Five, Sixty, Diesel Thirty-Five, Thirty-Five, Thirty.

SPECIAL "CATERPILLAR" ATTACHMENTS FOR SPECIAL NEEDS

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rocks present a menace to all the under chassis parts. Inset into this picture is an illustration of a crankcase guard which fits under the tractor. Wherever possible throughout the book a particular type of job that requires a particular type of attachment is shown with the attachment inset.

In some cases it is necessary for the company to print detailed specification tables. In most instances of this kind the tables are accompanied by pictures showing some interesting or dramatic use of a tractor.

The net result of this type of

treatment is to give an attachments catalog the same type of vivid interest that is present in the better products catalog. It is significant that with one or two exceptions attachments and parts are not shown alone. Even where the entire tractor is not pictured in use, the attachments are shown on a tractor. Frequently in order to spotlight the attachment the tractor itself is grayed down and the attachment is brought up. However, the grayed down does not eliminate the impression of the attachment being a definite and useful part of the tractor.

### Will Hear President of World Commerce Body

Dr. F. H. S. Van Vliissingen, of Utrecht, Holland, who is president of the International Chamber of Commerce, will be the guest speaker at a luncheon meeting of the New York Advertising Club on February 14. His subject will be "World Recovery Through World Trade."

At a meeting on February 21, Lee H. Bristol, vice-president of the Bristol-Myers Company, will discuss the Mead Bill, one of the proposed advertising measures introduced into Congress.

### Plans \$1,000,000 Campaign

A \$1,000,000 advertising campaign in Alabama, Mississippi, Louisiana and Tennessee for 1935 will be launched immediately, it was announced at a recent meeting of the sales organization, dealers and agents of the Pan-American Petroleum Corporation, New Orleans. Newspapers, outdoor advertising and other mediums will be used, it was stated by Kenneth Rotharmel, advertising manager.

### Death of F. J. Offerman

Frank J. Offerman, president of the Frank J. Offerman Art Works, printer of calendars, died at Buffalo this week. He was sheriff of Erie County and active head of the Buffalo International League baseball team.

### Joins Doolittle

H. S. Nichols has been appointed program director of Doolittle & Company, Inc., Chicago. He was for many years advertising and publicity director of the Chicago Trust Company.

### Appointed by Popper & Company

William C. Popper & Company, New York, printing and lithographing, have placed their advertising account with Albert Frank-Guenther Law, Inc., of that city.

### Made West Coast Manager of MacManus, John & Adams

J. H. R. Hutchinson has been appointed West Coast manager of MacManus, John & Adams, Inc., Detroit agency. His headquarters will be in the Sutter Building, San Francisco. He was formerly with the MacManus organization as Seattle manager and as account executive in San Francisco and Los Angeles. More recently Mr. Hutchinson has been with the Jam Handy Film Company, producer of commercial motion pictures.

### W. B. Lewis Heads New Agency

Wilbur B. Lewis has organized his own advertising business under the name of Lewis & Clark, Inc. Offices are at 30 Rockefeller Plaza, New York. He was formerly with the J. Walter Thompson Company and, for several years was engaged in advertising agency work in New England, both with Wm. B. Remington, Inc., and Lewis & Magee, of Springfield. More recently he has been with Badger and Browning & Hersey, New York agency.

### C. A. Wagner a Vice-President

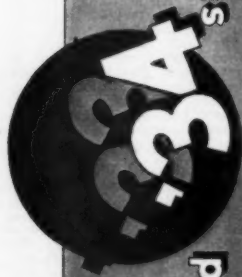
C. Alfred Wagner has been appointed vice-president in charge of sales of the Stevens & Thompson Paper Company, tissue and specialty board papers. He will make his headquarters in New York.

### Badger-Browning-Hersey Add Wheaton to Staff

William B. Wheaton has joined Badger and Browning & Hersey, Inc., New York agency.

### In Charge of Durkee Advertising

V. O. Waite, manager of sales development of Durkee Famous Foods, Inc., Elmhurst, N. Y., is now also in charge of the advertising department.



— For the third successive year  
**THE PHILADELPHIA BULLETIN**  
carried more NATIONAL ADVERTISING  
than any other six-day Newspaper in America

In announcing its third straight year of leadership in national advertising, The Philadelphia Bulletin wishes to pay tribute to important factors which have made this leadership possible:

**To the City of Philadelphia**—Because it is the out of every ten dwellings in Philadelphia are single-family homes.

other evening newspaper, and more than all daily morning newspapers combined.

**To the Advertising Agencies and National Advertisers of America**—Because they have recognized the buying importance of the individual

the business class  
national advertising over 1933. Circulation, too, increased from 504,822 to 511,647 net paid daily.

this leadership possible:

**To the City of Philadelphia**—Because it is the out of every ten dwellings in Philadelphia are single-family homes.

**To the People of Philadelphia**—Because their love of a home has fashioned a unique home center, and because they have so overwhelmingly accepted The Bulletin as their *home newspaper*. In 1895, there were thirteen daily newspapers in Philadelphia. Gradually, over the years, The Bulletin has been accepted into Philadelphia homes, until, today, there are four daily newspapers, and The Bulletin's circulation of 511,647 is two and one-half times that of any

**To the Advertising Agencies and National Advertisers of America**—Because they have recognized the buying importance of the individual home. The Bulletin does not want to be a national advertising over 1933. Circulation, too, increased from 504,822 to 511,647 net paid daily.

---

The Bulletin will continue to strive for the reading interest of the home in this greatest City of Homes by continuing to make a fine *home newspaper*.

Copyright, 1935, Bulletin Company, City Hall Square, Philadelphia.  
Robert McLean, President, Wm. L. McLean, Jr., Vice-Pres. and  
Treas. Sales Offices: New York, Chicago, Detroit, Boston,  
San Francisco.

**IN PHILADELPHIA NEARLY EVERY-  
BODY READS  
THE EVENING BULLETIN**

# House Magazine Names

THE TAYLOR & GREENOUGH CO.  
HARTFORD, CONN.

## Editor of PRINTERS' INK:

We are about to issue a house magazine for one of our customers and have decided upon the name of "The Standard Bearer." Will you kindly advise us if this name has been used before, and if so, in what territory and for what type of business.

R. F. AUGUR.

\* \* \*

MITCHELL & BOUSA, INC.  
NEW YORK

## Editor of PRINTERS' INK:

Will you kindly advise if the name "The Daily Grind" is being used by any firm as the name for a house magazine?"

A. BOUSA.

OUR records do not indicate previous use of the titles, "The Daily Grind" and "The Standard Bearer." Does anybody have information to the contrary?

✦ ✦ ✦

## Wilson W. Chew Dies

Wilson W. Chew, for many years associated with the Hearst Newspapers as an advertising executive, died at Bronxville, N. Y., on February 4, aged fifty-nine. For twelve years Mr. Chew was Eastern advertising representative of the San Francisco *Examiner*, Los Angeles *Examiner* and the Seattle *Post-Intelligencer*, Hearst morning newspapers. After the amalgamation of the representation of these newspapers with the Rodney E. Boone Organization, Mr. Chew continued with that organization.

\* \* \*

## Fry Heads Philadelphia Hospital Trustees

Wilfred W. Fry, president of N. W. Ayer & Son, Inc., has been elected president of the board of trustees of the Jefferson Medical College and Hospital, Philadelphia. He succeeds the late Alba B. Johnson. Mr. Fry has been a member of the board since 1931.

\* \* \*

## Elected by J. & P. Coats

Frederick W. Thomas has been elected vice-president and treasurer of J. & P. Coats (R. I.), Inc., Pawtucket, R. I. In this position he will direct the properties of the Clark Thread Company.

Several letters, such as the above, received by PRINTERS' INK during the last few months show the continued interest in house magazines. Morally, if not legally, an advertiser is obliged to choose an original name for his publication. Unconscious duplication is occasionally unavoidable, but in an effort to assist those contemplating a new house magazine in keeping off somebody else's titular toes, PRINTERS' INK MONTHLY recently compiled a list of external publications that circulate among salesmen, dealers, wholesalers, retail salespeople, customers and prospects.

This list, which appeared in the November, 1934 issue of the MONTHLY, is probably the most complete and accurate now available. A supplement appeared in the January, 1935, issue and welcome additions are still coming in.

Any reader interested in the original list, which took in 400 publications, may have a copy upon request.

## Breezy

MILLS NOVELTY COMPANY  
CHICAGO

## Editor of PRINTERS' INK:

The breezy character you have instilled in PRINTERS' INK of late is bearing great results and I can honestly report that today PRINTERS' INK is more quoted than at any time during the last fifteen years.

JAMES MANGAN,  
Advertising Manager.

\* \* \*

## Opens Office as Color Counsel

Howard Ketcham, who has been director of the Duco color advisory service of E. I. du Pont de Nemours & Company, has opened offices at 545 Fifth Avenue where he will specialize in commercial phases of color in industry. He will continue his work for the Du Pont interests as a color consultant.

\* \* \*

## Advanced by Omaha Agency

R. H. Wensberg has been appointed vice-president and manager of Bozell & Jacobs, Inc., Omaha agency. He has been with the agency for several years, previously having been in advertising agency work in New York.

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# P. I. Advertising Index

Radio Shows Rapid Increase Since 1933 Low Point; Outdoor Shows Recovery

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

**THIS** week we show radio and outdoor figures.

The radio index is shown by months since January, 1928. It represents the percentage that the cost of chain time on the two principal broadcasting systems for each month is of the average for the five years, 1928 to 1932 inclusive.

The index for December, 1934, is 181.5, a slight increase over the preceding month, and an increase of 20.4 per cent over December, 1933.

This new advertising medium shows a spectacular development.

From 1928 to the beginning of 1932, its use increased very rapidly. Other advertising media suffered serious declines during 1930 and 1931, due to the depression, but radio kept on climbing. The depression did not hit it until 1932, when it fell off precipitately until April, 1933. Since that time, in spite of a few violent fluctuations, radio has made a rapid come-back.

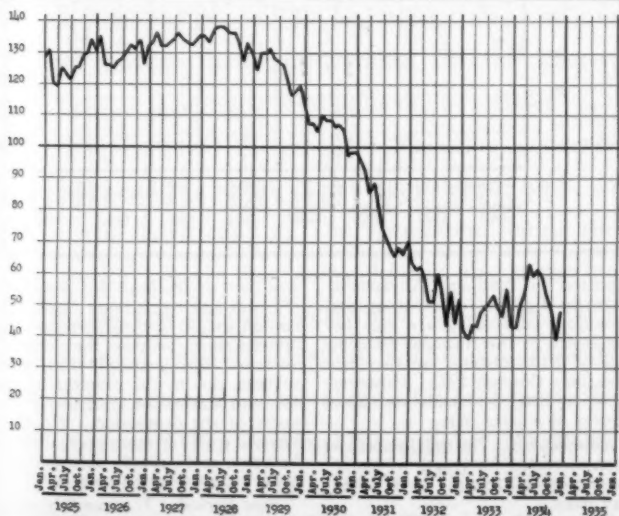
## How Radio Index Is Constructed

**The Data.** The index is based on gross cost of chain time of the two leading broadcasting companies, as

## MONTHLY INDEX OF OUTDOOR ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

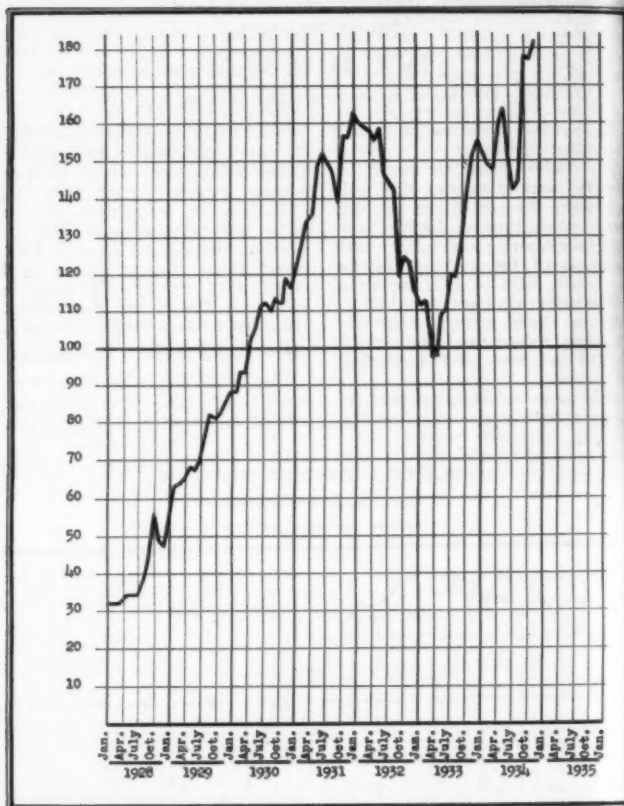
Corrected For Seasonal Variation



## MONTHLY INDEX OF RADIO ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation



reported in National Advertising Records. Figures representing total broadcast advertising are now being issued by the National Association of Broadcasters, but they run back only through 1933. However, a shift may be made to these figures at a later date.

**Adjustments.** The radio series has been corrected for length of month, by putting all months on a thirty-day basis.

**Seasonal Correction.** The ratio-to-twelve-month moving average

was used as the basis for determining seasonal correction. This correction should be considered as only approximate, because the seasonal variation has changed from year to year, due to the newness of the medium and to the upsetting influences of the depression. We shall have to wait for more normal times before a more nearly accurate seasonal pattern can be obtained.

**Base Period.** The monthly average for the five years 1928-32 inclusive equals 100. The cost of





Each week **TIME** pares the world's news to its essential core. Bias, windy rhetoric, unnecessary verbiage find no place in its pages.



Says newsman **Herbert Bayard Swope**, "**TIME** understands and practices the difficult art of condensation."

To which scientist **Robert A. Millikan** adds, "I like the conciseness with which it summarizes the news."

cur  
s to it there are, all in all, over a half million mentally  
necessary alert families who cheer TIME weekly for its curt  
elimination of non-essentials.

nd  
"TIME  
art of because TIME is curt, readers know they may miss  
important news unless they look on every page.

like the  
news." your advertising is there, they'll read it.

**TIME**

*The Weekly Newsmagazine*

PLEASE MR. POSTMAN BRING  
ME SOME RULE OF THREE  
VALENTINES THIS YEAR!



● An admirable hope—but the day will dawn gray and cold, just another February 14 for space-buyers. Media Records combined with Standard Rate and Data will still say that only the daily Journal of Portland, Oregon, and five other newspapers, in cities of 300,000 and over, lead in retail lineage, general lineage, total paid lineage, lead in circulation, have lowest millinerate. It sums up, doesn't it, this *Rule of Three* fulfillment, all you could desire for maximum advertising results?

## The JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES  
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

### The RULE of THREE:

#### 1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has  
+ 32% more city circulation than any other Portland daily.

#### 1 ADVERTISING LEADERSHIP

The daily Journal leads in retail lineage, general lineage,  
+ total paid lineage.

#### 1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

radio advertising in any one month is expressed as a percentage of the average monthly cost for the base period.

### The Outdoor Index

This outdoor index shows monthly fluctuations in outdoor advertising billings since January, 1925. It shows the percentage that billings in each month are of the average for the years 1928 to 1932 inclusive.

The index for December, 1934, was 48.2, an increase of 23.3 per cent over November, and a decrease of 12.7 per cent as compared with December, 1933. For the year 1934 as a whole, however, outdoor advertising showed an increase of 9.8 per cent over 1933.

Although this index has been corrected for seasonal variation, it shows rather abrupt changes from month to month, especially during the depression. The high point in outdoor advertising was reached in June, 1928 when it stood at 137.7 per cent of its 1928-1932 average.

From that time on, it declined rapidly until March, 1933, when the index registered 39.2. Since that time there has been an irregular recovery.

### How the Outdoor Index Is Constructed

**The Data.** The outdoor series is based on the composite billings of outdoor companies that represent about 40 per cent of the total outdoor advertising of the country. These figures are compiled and furnished to **PRINTERS' INK** by the Outdoor Advertising Association of America.

**Seasonal Correction.** The method used was the ratio-to-twelve-month moving average. Since 1930, the seasonal correction has had to be adjusted slightly, owing to the effect of the depression.

**Base Period.** The monthly average for the five years 1928 to 1932 inclusive equals 100. The billings for any one month are expressed as a percentage of the average monthly billings for the base period.

\* \* \*

### Nova Scotia to Conduct Radio Campaign

The provincial government of Nova Scotia is inaugurating a radio campaign on April 1 which will continue until November 1. The natural advantages of Nova Scotia to tourists will be stressed in the programs. The Canadian Radio Commission network and the networks in New England and the Middle West will be used. Spot broadcasts will cover New York and Pennsylvania. A. S. McMillan, chief of the provincial bureau of information, is in charge of the campaign.

\* \* \*

### Valdura Promotes Mulcahy

Walter T. Mulcahy has been elected a vice-president of the American Asphalt Paint Company, Chicago. Valdura products. He has been with the organization for thirteen years and in his new capacity will have complete charge of the company's Eastern operations, continuing his headquarters at New York.

\* \* \*

### Luden's Buys Brandle & Smith

Luden's Inc., Reading, Pa., has purchased the Brandle & Smith Company, Philadelphia, Diced Mints and other confections.

### Coty in Nation-Wide Newspaper Campaign

One of the largest newspaper campaigns in the history of its business has been launched by Coty, Inc., featuring a special sales drive on its face powder. For a limited time only, the company has reduced the price of its regular \$1.10 face powder to 75 cents. This special price is being announced as a "Salute to Youth." The advertisements, all large-size, will run in newspapers in practically every town and city of any appreciable size from the Atlantic to the Pacific. A schedule in a magazine weekly is also being used.

\* \* \*

### French Heads Allied Agencies

Oakleigh R. French, head of the St. Louis agency bearing his name, was elected director of The Allied Service Agencies, national network of independent advertising agencies, at the annual conference of the group held at St. Louis, last week. Mr. French succeeds Frank G. Japha, of Buffalo, N. Y.

\* \* \*

### E. F. Dunbar Dies

Edward F. Dunbar, who had been with the Boston *Globe* since 1878, and who had served as its advertising manager for thirty-four years, died recently at Brookline, Mass., aged seventy.

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ATIVES

Seattle

# Snow, Colder, High Winds

Advertisers Again Prove Their Ability to Build Good-Will Under Emergency Conditions

By Don Gridley

SOMEWHERE in the barren wastes beyond the shadow of Mt. McKinley the weather man, with his diabolical disregard for the comfort of the human race, brews a blizzard. Down out of the North it tumbles, whistling across the Middle West and spreading disaster from the Rockies to the Atlantic.

In the various cities where advertising is written account executives scan the weather reports and see the ominous note, "Snow and Colder; High Winds." And thus another brew is prepared, this time of what might be called "emergency advertisements."

The manufacturer of gasoline and motor oils has a natural. The traction company, as it gets ready its snow plows, begins to think about what it has to tell the public. And thus, at the height of the blizzard, newspapers start for the streets with their blizzard advertising.

Perhaps there is nothing like a blizzard to bring out the spot value of advertising. The whistling, snow-laden winds put a premium upon advertising with news value. "Snow and colder with high winds" gives the advertiser who is flexible enough to take advantage of the situation an opportunity that he seldom gets; the opportunity to key his copy to something that everybody is talking about—because during a blizzard everybody talks about the blizzard.

As a somewhat battered country digs its way out of the drifts of the recent blizzard evidence begins to pile up in all parts of the country to show that once more advertising has used its flexibility to take advantage of another emergency.

Here, for instance, is a three-column newspaper advertisement for Eveready Prestone with the headline, "'Freeze-up' Weather is

here!—put Eveready Prestone the Guaranteed Anti-Freeze in your car and *play safe!*" Part of this advertisement is a chart showing just how much each individual needs for his particular car.

Out in Ohio, the Standard Oil Company used six columns two-thirds of a page deep to picture a service station in the midst of a blizzard. The copy was simple: "At Zero Hour! They Remember . . . SOHIO Stations are Handy Headquarters for Winter Service. Standard Oil."

These examples are fairly typical of the advantage alert manufacturers of products used by motor cars are taking of bad weather to emphasize their most important sales points.

After all, however, these advertisers are old-timers at the game. Winter-starting is a problem as old as the automobile itself and thus has always offered an excellent sales angle to the manufacturer of gasolines, oils, and anti-freezes. Thus they are to be congratulated on their flexibility and on their ingenuity, not in discovering the sales value of blizzards, but in finding new ways to capitalize on this sales value.

## Some Out-of-the-Ordinary Advertisers

More striking, certainly, are the examples of other businesses. For instance an advertisement of the Philadelphia Rapid Transit Company, which is headed "Men Against Delay!"

Probably nobody has to take so much unfair abuse during snowy weather as the average street railway company. Delays are inevitable. At the height of a hard storm paralysis of transportation is not unusual nor can it be avoided.

Realizing this, the PRT used advertising to stave off as much as



possible the loss of good-will that is bound to follow a storm. It took the same attitude that a traction company, if it will take its case to the public, can at least make that public understand why delays are impossible to avoid.

Notice how nicely the problem is handled in the following copy:

"Since Tuesday, day and night, a thousand and more PRT men, and almost a thousand extra men, specially hired by PRT for the job, with scores of trolley sweepers, motor plows and trucks with special snow-fighting equipment, have been doing everything humanly possible to clear away the snow and reduce delays to car riders and motorists alike.

"It is a tremendous task for PRT—not only keeping street-car tracks and bus routes clear, but aiding the city by clearing traffic lanes for automobiles and trucks as well.

"Under conditions like this, some delays are inevitable. Stalled trucks and automobiles, cars parked too close to the tracks, snow-packed switches and many other factors often block street-car service.

"PRT street-cars and buses are leaving their carhouses and garages on regular, frequent schedule, and every effort is being made to continue the service without delay!"

In addition to this paragraph there are three sketches showing how ordinary methods of snow removal affect traction lines. These sketches recommend to the householder that in shoveling his sidewalk he pile the snow close to the curb thereby facilitating traffic in his street and thus making it possible for him to get to work more quickly because street cars and automobiles are moving.

In Washington, D. C., the Capital Transit Company ran a similar advertisement which is worth quoting in part:

"We wish that it were possible for our patrons to learn from personal observation exactly what takes place when it begins snowing.

"Storms frequently break in the night. An alarm is sounded in the homes of more than 500 experienced men in all parts of the city. Each man reports immediately to

a given point with a definite duty to perform. Within an hour's time the more than 200 miles of track-age is under the watchful care of these skilled workmen.

"Thirty-six powerful sweepers emerge from nine strategically located points throughout the city followed by scrapers or plows mounted on trucks to push the snow back to the curb line.

"It is a constant battle—not only during the life of the storm but frequently for two or three days thereafter—as long as there is the SLIGHTEST danger. . . .

"Many of the men who compose our special storm troops work twenty-four, thirty-six or even forty-eight hours without a break—except for brief periods at four-hour intervals, when coffee and food are provided by the company.

"You can now visualize one of our problems and better understand the reason for possible service interruptions even after the storm is passed.

"We further wish to take this occasion to express to the public our sincere appreciation of the kindly spirit of consideration which they have shown during this very trying storm period, and it is for this reason, in particular, that we wish them to know that everything



THE FIRST TRUCKS IN THE MORNING

**SHEPHERD FARMS**  
**Sealed Grade-A Milk**  
 15000 HERRINGBONE-ROSTER CANS  
 100 West 11th Street, New York City  
 Attention: Mr. Hamilton, please telephone 5000

A 1934 Standard of Milk, published by the National Milk Producers Federation, Inc., is the basis for the grading of milk. The milk is produced in the State of New York, and is the property of the National Milk Producers Federation, Inc. The milk is produced in the State of New York, and is the property of the National Milk Producers Federation, Inc. The milk is produced in the State of New York, and is the property of the National Milk Producers Federation, Inc.

Taking advantage of a storm to build good-will



NEW YORK, N. Y.



FEBRUARY 7, 1935

## 163 Homes Painted For Every 100 National Lead Inquiries

### Travel Study Checks Poll

*Provokes Much Comment*

### Conoco Findings Confirm Automotive Prediction

NEW YORK, Feb. 7—The recent Digest automotive poll bore out a prediction made by motor car manufacturers—that 1935 would see increased activity in all automotive lines. Publication of these results provoked much discussion in automobile circles as to the size and probability of the market predicted.

Now—The Literary Digest has mailed a brochure containing results of a 1934 Digest campaign on behalf of the Conoco Travel Bureau, subsidiary of Continental Oil.

This survey, separately conducted by an outside agency, reaffirms the Digest claim of great automotive activity in its market. Project this lesser survey onto the greater automotive poll, multiply by the many more thousands replying to the nation wide auto poll, and the conclusion must be that here is a banner market for all automotive products.

### Readers Respond To Survey Checking Dutch Boy Jobs

*Digest Second In Low  
Cost Per Inquiry*

NEW YORK, Feb. 7—"163 house paintings per 100 inquiries!" "Second lowest cost per inquiry!"—and The National Lead Company swings into line with other leading national advertisers who, in 1934, used the pages of The Literary Digest to secure exceedingly satisfactory advertising returns.

Throughout the past months The Digest, working in conjunction with a strictly impartial agency, has conducted 10 sales-inquiries for the benefit of their advertisers. In each case a simple letter and questionnaire were mailed requesting information, incurring no expense to the reader, and requiring only a few minutes of spare time. The 1,000,000 Digest reader-families responded readily. In every instance the percentage of returns has been high, an indication of intense reader interest and friendly cooperation with the publishers.

And now the results of The National Lead Company survey are revealed, proving again the Digest formula that, among

*(continued on next page)*

*(Advertisement)*

## Survey Checks Dutch Boy Jobs

(continued from page 1)

national weeklies, it offers an excellent return for a small expenditure. Returns show that for every 100 inquiries from Digest readers, 163 houses were painted with Dutch Boy White Lead. These house paintings resulted from direct response to Digest advertising or from passing the word along to friends.

In this latest survey The Digest was only exceeded in low cost per inquiry by "Better Homes and Gardens," a distinctly home-owners publication.

Other surveys conducted for such leading manufacturers as Remington Rand, American Safety Razor, Armstrong's Linoleum, American Optical, Frank E. Davis Fish, Lane Bryant, New England Council, Wright Arch Preserver Shoe, Eberhard Faber Pencils and Continental Oil, have all developed tangible evidence of substantial sales at low cost.

## Lane Bryant Doubles Space

### 1934 Returns More Than Twice Those For 1933

NEW YORK, Feb. 7—"We have been so well pleased with the results of our advertising in The Digest"—(twice as many returns in 1934 as in 1933)—"that we have planned to double our space in your publication for 1935," declared M. Berman, advertising manager for Lane Bryant, in a recent letter to The Digest.

This increased space for 1935 is evidence that The Digest, proven medium for intelligent men, reaches also discriminating women.

## Unique Booklet Aids Readers

### Designed For Selling

### Advertising Guide Now In Its Third Year

NEW YORK, Feb. 7—A striking example of unique cooperation between publication and advertiser is the "Advertising Guide" published only by The Literary Digest.

An education in buying, The Guide is a jog to the memory long after a particular advertisement has gone the way of all back numbers.

"We have led the way in building a preferred list of prospects for the advertised product," says an executive of The Literary Digest. "Editorial content, rates, type of reader—all are of consequence—and The Digest adds to these the determination on the part of the publisher to make advertising pay.

"The Digest is three years ahead of other magazines in building up a following for "The Literary Digest Advertising Guide to Good Products"—of which more than three million copies have been issued.

"From time to time special issues are printed, such as the Automobile Issue in January 1935, for which thousands of requests have been received.

"Foods and Beverages, Home Furnishings, Toilet Articles, Building Materials—all are covered—and the testimony of our readers is enthusiastic and practical."

The publishers of The Literary Digest will be glad to send anyone interested a copy of this booklet which so entertains and interests Digest readers.

(Advertisement)

possible is being done to give them service."

In every city where traction and bus companies are inevitably delayed by snow, they should use space to place their case squarely before the public. The American public is a fairly reasonable conglomeration of individuals once it understands.

#### Milk Advertisers Quickly Used Blizzard Copy

One of the most comforting things for a household after a blizzard is to look out in the street to see the milkman drawing up in front of the house to deliver that most necessary of foods, milk. It is therefore highly interesting to see two large Eastern milk companies taking advantage of this to build advertising good-will.

For instance, Sheffield Farms published a striking advertisement headed "The First Tracks in the Morning" and showing a horse drawing his milk wagon through the untouched snow. The copy read in part:

"A vast blanket of snow muffled the streets in a deep, white silence. Yet this morning, as if by magic . . . or as if they, too, fell with the snow, gleaming bottles of Sheffield Farms Milk stood on the doorsteps of Sheffield's more than 1,000,000 consumers. Only the winding tracks in the snow told the real story of how they got there. . . ."

"Like the mail, Sheffield Farms Milk is something that *must* get through—rain or shine or sleet or snow. And like the men who fly the mail, the men who produce and deliver Sheffield Farms Milk were right on the job. 15,000 farmers pushed through snow-covered country roads to Sheffield receiving stations. The milk was rushed by train and motor truck to city pasteurizing plants, and then delivered by Sheffield's 3,500 route men to Sheffield's more than 1,000,000 consumers—promptly and on time."

The Borden's Farm Products Company, Inc., took similar advantage of the blizzard to show a milkman bringing his morning load to a house in a snow-drifted street. It is interesting to compare this

company's copy with the Sheffield copy:

#### "Men Against the Storm."

"Quietly, relentlessly the snow has blanketed the city . . . paralyzed traffic . . . upset transportation schedules. . . ."

"It's a front page story, the havoc of this storm. Through it all a vast army of men waged a successful battle. Inched their way through snow-clogged country roads. Blazed a trail along the highways to the city. Started out into the cold and stinging dawn to their final goal—your doorstep—to fulfil their pledge of service."

"What is it drives these men on . . . the farmers and truck men and milkmen whose job it is to see you and your family get country-fresh Borden's Milk regularly?"

"Simply this: Borden's serves more families with children than any other milk company. Serving them is a responsibility that cannot be shirked. A responsibility that assures all Borden's customers unfailing quality and dependable service."

#### Opportunities Overlooked in the Fuel Field

What advantage do the fuel companies take of the blizzard? It is surprising that the recent blizzard brought out comparatively little fuel advertising. Most striking of the few advertisements was that by the New England Coke Company in the Boston newspapers. An airplane photograph showing the entire Boston area was the background of the advertisement and the headline said, "Wind and Sea Lash the New England Coast."

The copy read: "In gales, blizzards and bitter cold, over 500,000 people who live in homes heated with New England Coke receive clean, uniform heat. Order New England Coke today AND SAVE MONEY."

It is obvious that an emergency like a blizzard presents unusual opportunities to the alert advertiser. Advertisements of this kind may be prepared weeks in advance so that they can be shot into the newspapers when the blizzard strikes.

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winter product to sell, or that has a definite good-will problem which is tied up with snowy weather, the blizzard offers a real sales angle.

A final example, purposely held to the last, demonstrates the fine tact which the wise advertiser occasionally has to use. This advertisement appeared in Florida newspapers. It was headed, "When the

Weather Man says Slightly Cooler." Obviously it would be a rather bitter blow to local pride to apply that it might really get cold down South. Therefore during a period when the low official temperatures in Miami were thirty-eight, forty-two and forty-four, Shell was tactful enough to use the simple phrase "Slightly Cooler."



#### Has Northwest Tourist Account

The advertising account of the Evergreen Playgrounds Association of Oregon, Washington and British Columbia will be handled this year by the Vancouver, B. C., office of Cocksfield, Brown & Company. The association includes members of the former Puget Sounders and British Columbians Association with the addition of members of the On-to-Oregon Association of Portland. Charles H. Webster, commissioner of the Vancouver Publicity Bureau, is chairman of the advertising committee.



#### Gets Mercuroil Advertising

The Mercuroil Corporation of America, Chicago, manufacturer of a new chemical for use in printing press lubricants, has appointed the Campbell-Durham-Von Olm Company, of that city, to handle its advertising. Business papers and direct mail will be used.



#### S. A. Boyer with New Haven

S. A. Boyer has been appointed publicity manager of the New York, New Haven & Hartford Railroad. He will make his headquarters at New Haven, Conn. Mr. Boyer formerly handled sales promotion and publicity for the Baldwin Locomotive Works.



#### Returns to McGraw-Hill

H. E. Austin, previously with the staff of *Rotarian*, Chicago, has joined the Chicago office of the McGraw-Hill Publishing Company as representative of *Engineering & Mining Journal* and *Coal Age*. He formerly was with the McGraw-Hill organization.



#### Names Indianapolis Agency

The Union Starch & Refining Company, Columbus, Ind., has appointed the Caldwell-Baker Company, Indianapolis agency, to handle its advertising on Pen-nant syrups. Broadcasting is being used.



#### Thompson Leaves Dartnell

Douglas E. Thompson has resigned as contest director of the Dartnell Corporation, Chicago, which position he has held for the last five years.

#### WFIL Appointments

Stanley H. Chambers has been appointed sales manager of Station WFIL, Philadelphia. He was formerly sales and sales promotion manager of the Federal Broadcasting Company, and at one time was with the Peck Advertising Agency, New York.

Keith McLeod, former musical supervisor for the National Broadcasting Company, has been named program manager of WFIL. Most recently he has been a board member of Broadcasting Abroad, Ltd.



#### Graton & Knight to Chirurg

The Graton & Knight Company, Worcester, Mass., has appointed the James Thomas Chirurg Company, Boston, as advertising counsel on all of its industrial products. This includes the transmission belting, packing and textile divisions. Plans are now in progress which call for the use of magazines, business papers and direct mail.



#### Lape on Bank Board

Herbert Lape, Jr., vice-president and sales manager of the Julian & Kokene Company, Columbus, Ohio, Foot Saver, Foot Friend and Dr. M. W. Locke shoes, has been named a member of the advisory board of the Ohio National Bank of Columbus.



#### Managing KHJ Sales

Bert Phillips has been appointed sales manager of Station KHJ, Los Angeles, succeeding Arthur J. Kemp, resigned. Don Bernard has resigned as program director. Scott Perkins, production manager, is taking care of all program matters.



#### W. N. May Has Own Business

Walter N. May has opened his own office as a merchandising counselor, with headquarters at 110 South Dearborn Street, Chicago. For eleven years he was with the Walgreen Company, most recently, as advertising manager.



#### Appointed by Farr Alpaca

Donald R. Green has been placed in charge of sales activity, advertising and fabric development of the Farr Alpaca Company, Holyoke, Mass.

# Suggestions for a New Form of Agency Contract

Messrs. Haase and Digges here conclude their study of the advertising agency contract form which is suggested in the A. N. A. report on agency compensation. The first section of their article, appearing last week, covered (1) the scope and nature of services to be rendered by the agency, and (2) methods of paying for those services. They now proceed to a detailed discussion of (1) operating methods under the contract, (2) clauses construing intent of the parties, and (3) duration and termination of the contract.

By Albert E. Haase and Isaac W. Digges

THE clauses which have gone before have had to do with the general scope of the advertising agent's functions and duties. This section will deal with the practical questions which arise in the day-to-day functioning of advertiser and agent in their relations one with the other.

(a) *Approval of copy and expenditures.* The approval by the advertiser of copy and contemplated expenditures by the agent is of great importance. It is especially desirable that

extreme care be exercised in obtaining the approval of the advertiser of each contract with a publisher. Neglect, or misunderstanding, in that regard brought on the case of *Presbrey vs. Miller* (119 N.Y. S.192). There the agent modified the contract with the publisher without the advertiser's consent. The Court held that the publisher accepted it at his peril. Memories are notoriously treacherous, and matters of such pre-eminent concern as the approval of copy and contemplated expenditures should not be left to conjecture or oral approval. This principle does not necessarily apply to trivial and incidental out-of-pocket items; these latter might be treated under a blanket form of written approval. Clauses covering the question of approval of copy and expenditures are these:

The Agent shall in no event place any advertisement of the Advertiser

♦  
in any advertising medium without first submitting the text and designs therefor to the Advertiser and obtaining the Advertiser's approval thereof in writing.

Before incurring liability on the Advertiser's behalf for any item of space or time in an advertising medium, or for artwork, mechanical parts, printed matter, services or other expenditures within the scope of this agreement, the Agent shall first secure the written authorization of such members of the Advertiser's staff as the Advertiser, from time to time, shall designate in writing as empowered to give such authorization.

The corollary of the right to approve campaign strategy is the right to reject. A clause covering this question, in terms of certainty, follows:

The Advertiser expressly reserves the right, in his own discretion, and for reasons deemed by him to be sufficient, to modify or reject any and

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# PITTSBURGH SUN-TELEGRAPH 7<sup>th</sup>

**IN THE UNITED STATES**  
*in Total Display Advertising*  
**1934**

*Authority Media Records, Inc.*

## PITTSBURGH SUN-TELEGRAPH

*Daily and Sunday*

**NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES**



all schedules and plans submitted by the Agent, and to direct the Agent to cease work in connection therewith, and in such case, the Agent shall immediately notify all publishers, printers, engravers, artists, designers, or other third parties engaged in carrying out such schedules or plans, to cease work thereon.

(b) *Discounts, commissions, rebates.* The compensation of the agent as a purchasing agent has been set forth elsewhere in this study. Other than such compensation, the agent should account to the advertiser for discounts, commissions, or rebates received from others, and credit such receipts to the advertiser, unless the advertiser shall have authorized him to retain them. A contract provision covering this point might read as follows:

The Agent shall not credit to his own account any commissions, discounts, or rebates from any third party, without the prior consent of the Advertiser, except as otherwise set forth herein.

(c) *Billing the Advertiser.* There is a proper time to render bills and a proper time to expect payment. Of equal import is the rendition of scrupulously accurate invoices. Bills should be rendered in time for the advertiser to take advantage of cash discounts; they should become due and payable at the time that the agent is expected to pass on the moneys to the advertising medium. When bills are rendered, the advertiser should be charged currently with penalties for "short rates," and conversely, he should receive credit currently for rate reductions, lineage shrinkage, "short circulation," non-appearance of the advertisement, faulty reproduction, or other similar cause. The two ensuing clauses are designed to take care of procedure in regard to billing:

The Agent shall bill the Advertiser in ample time to allow the Advertiser to take advantage of all cash discounts, and such bills shall become finally due and payable from the Advertiser to the Agent on the date they are due and payable from

the Agent to the owner of an advertising medium, or other third party.

\* \* \*

The Agent shall bill the Advertiser for additional payments becoming due on account of "short rates," as that term is customarily understood in the advertising business, and shall return to the Advertiser the exact amounts received in rebate from publishers or other third parties, in respect of rate reductions, lineage shrinkage, "short circulation," non-appearance of the advertisement, faulty reproduction, or other similar cause.

(d) *Banking procedure.* We have had occasion to consider the predicament of the advertiser who has found himself twice out-of-pocket when his agent has failed to make payments to the publisher, although he had received the moneys from the advertiser. This is a contingency which arises on very rare occasion among the better-known agencies, and because it so seldom arises, has given rise to misconceptions in many quarters as to the ultimate liability of the advertiser. Although the question might seem to be somewhat academic, there does appear to exist among many manufacturers a continuing apprehension as to the payment of bills by the agent. It is a natural feeling on the part of anyone who has placed large sums in trust with another, and is not a necessary reflection upon the agent's integrity.

In order to meet that condition, it is our suggestion that the advertising agent maintain two bank accounts, one containing the moneys of the agent, which he shall have earned by way of commission, discount, fee, or otherwise, and the other containing moneys held expressly for transmission to publishers or suppliers. It takes but momentary reflection for the agent to realize that such procedure would be the soundest of sound business, at once simplifying his accounting problems and relieving him of uncertainty as to his exact financial standing. One general account for the custody of the agent's moneys and one general trustee account for moneys held for transmission to



**1 OUT OF 4**

**ATLANTIC SUBSCRIBERS**  
owns a car priced at \$2500  
or over\*



\*A fact based on a recent comparison of registrations and the 431 Atlantic subscribers in Evanston, Illinois.

It's no coincidence. Time after time it has been proven by actual test that the Atlantic Monthly reaches more important people. People who can and do spend freely for the good things of life. People with influence in the community. People who travel. People who own summer and winter homes—and must equip them both. People who direct the destinies of important American businesses.

Any advertiser who has taken the time or trouble to find out the truth will tell you: "The Atlantic Monthly reaches more important people for less money." Is the Atlantic on *your* list?

**THE**  
*Atlantic Monthly*  
**MOST QUOTED PERIODICAL IN AMERICA**

Boston ★ New York ★ Chicago ★ Los Angeles ★ San Francisco

*Delineator  
Leads...*

in the new trend toward

ECONOMIC  
CIRCULATION

**DELINEATOR** has clipped more than half a million from its circulation guarantee by eliminating all stunt and so-called forced circulation methods.

**DELINEATOR** has built a magazine for the young-minded, liberal woman (whether she be twenty or fifty) who thinks, acts, and buys in the 1935 manner . . . who sets the preference habits for her entire family (and not infrequently for her friends).

**DELINEATOR** saves advertisers' money without sacrificing full "woman's magazine" coverage—\$2,150 less for a black and white page, \$2,900 less for a color page. Delineator rates are based on a circulation of 1,500,000 (net paid, effective with April).

Space now selling for the May issue. It will be a great magazine. You can't afford not to be represented.

*News Flash!* April issue increased 12 pages at the last moment to accommodate advertisers who decided to back their convictions with their orders.

**DELINEATOR**

NEW YORK  
CHICAGO  
SAN FRANCISCO

publishers would accomplish the purpose. For those interested in the law on the point, the case of *All-Package Grocery vs. McAtamney* (161 N.Y. S.622) might be consulted. A contract clause in point follows:

The Agent shall set aside in a separate account, all moneys received from the Advertiser which are forwarded to the Agent for payment to owners of advertising mediums, or to suppliers of engravings, electrotypes, artwork, radio talent, printed matter, photographs, or other related costs, and shall not commingle such moneys with his own funds.

(e) *Proof of payment.* Closely allied to the preceding section is the question of supplying proof, upon request, that mediums and suppliers have been paid. The fiduciary capacity of the agent presupposes promptness in checking and auditing invoices which the agent receives for the advertiser's account. It is highly desirable, from the viewpoint of both, that the books of the agent be available for audit. A clause incorporating that provision follows:

The Agent shall furnish the Advertiser promptly with proof of payment to publishers and other third parties in respect of all work and services for the Advertiser's account. Such proof shall be made available to the Advertiser, at his option, at his place of business, for audit once a month.

For those wishing to cover the matter more thoroughly, a provision somewhat as follows might be added:

All contracts, papers, correspondence, copy, books, accounts, and other information in the office of the Agent, relating to the business of the Advertiser, or the expenses incurred in his behalf, shall be open to the inspection and examination by an authorized representative of the Advertiser at all reasonable times.

#### IV. *Clauses Construing the Intent of the Parties*

The foregoing sections contain the essence of a working agreement that would possess the attributes of fairness, clarity and foresight. The

clauses which follow, under this section, are of a nature designed to satisfy the advertiser, and to relate the contract duties and rights of advertiser and agent to other forms of business where rights and duties have been more thoroughly explored by the Courts.

(a) *Handling Competitive Accounts.* Among advertising agents it is usually considered unethical for the same agent to handle competing products. There is also a legal question involved. Because of the highly confidential relation which, of necessity, exists between the agent and his client, it is highly doubtful whether an advertising agent would be within his legal rights in attempting to direct the advertising strategy of two manufacturers of like products, without the express authorization of both.

An apparent hardship might occur in the case of some of the larger agencies, whose many accounts, handled by different executives, might in fact be as fully protected from the disclosure of confidential information as though the accounts were in different agencies. Those agencies could protect themselves by obtaining the concurrence of their clients to their course of action, if indeed they have not already done so. We know of no cases where the question of competing accounts in the advertising agency field has been before the Courts, but cases could easily be adduced from other fields of business which would be more or less directly in point. A suggested clause, to express the intent of the parties on this question, is the following:

The Agent shall not act as the advertising agent for a manufacturer of a competing product, or the producer of a competing service, without first having procured the written consent of the Advertiser.

(b) *Undivided loyalty.* All groups interested in the agent's functions seem to agree that the advertiser is entitled to the agent's undivided loyalty. Loyalty is axiomatic in the law of agency. However, while there is general agreement as to loyalty, there is,

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strangely, a conflict of views as to the legal status of the agent. This condition makes it desirable to insert a provision in the contract, which would free the air of ambiguity. Such a clause would read in this way:

The Agent, under the terms of his employment, shall render undivided loyalty and allegiance to the Advertiser in relation to the advertising of the products covered by this contract.

(c) *Property rights in copy, art, etc.* A contract that commends itself for clarity should contain a provision that makes certain that the advertisement and all that goes into the preparation of the advertisement, becomes the property of the advertiser after he has paid therefor. From time time, doubt has been expressed on this point, and it should be mutually understood. A pertinent contract clause would read:

All plans for advertising, all preliminary sketches, all layouts, and all "copy" shall from the time of payment therefor by the Advertiser, become the exclusive property of the Advertiser, and at all times after such payment, the Advertiser shall have the full and free right to use any and all such property in any way deemed by him to be necessary or advisable, either directly or through agents or otherwise, and whether this contract shall, or shall not have been terminated, and without payment of any compensation to the Agent for the same, except as herein specifically provided.

(d) *Nature of the contract.* The provisions which have been suggested herein for incorporation in a contract between agent and advertiser have called for the rendition by the agent of a professional advertising, and marketing service, i.e., it is a contract for personal services. It should not be susceptible of assignment. The following short clause, to cover this question, is suggested:

This is a personal service contract and is not assignable.

#### V. Duration and Termination of the Contract

The question of the term of the agreement, and of its termination, should be decided at one and the same time. The principal thing to be determined in connection with the duration of the contract is whether it shall come up automatically for renewal or whether the termination clause shall contain a sufficient degree of flexibility to permit of an indefinite future relationship, in the absence of notice. Both contingencies are foreseen in the clauses which follow:

The flexible clause would read as follows:

The relationships contemplated by this contract shall begin with the \_\_\_\_\_ day of \_\_\_\_\_, 193-, and shall continue in force for \_\_\_\_\_ from that date; and thereafter until terminated by sixty or ninety days' notice in writing given by either party, and sent by registered mail to the head office, or principal place of business of the other party receiving such notice. In the event of such notice of termination, and after the expiration of sixty or ninety days following the notice, all rights and liabilities of the Advertiser shall cease, including the carrying to completion of plans already made, or the publication or production or radio broadcast of advertisements in any space or over any network which may have been reserved.


A more rigid clause would read like this:

The relationships contemplated by this contract shall begin with the \_\_\_\_\_ day of \_\_\_\_\_, 193-, and shall continue in force until \_\_\_\_\_. Upon the termination of this contract, all rights and liabilities of the Advertiser shall cease, including the carrying to completion of plans already made, or the publication or production or radio broadcast of advertisements in any space or over any network which may have been reserved. This contract shall be renewable only in writing.

Of prime importance to both parties—though the situation is rarely envisaged at the outset—is



are the ones that get the breaks in the store where the sales are made. We don't say that all grocers are anxious to



are the ones that get the breaks in the store where the sales are made.

There are more than a thousand different items in the average store. The alert grocer knows something about all of them, but the ones he knows best are highlight items to him. They are his pets. He likes to talk about them because he knows a lot about them.

Take any grocer through an up-to-date factory, show him how a product is packed, demonstrate the standards of purity and quality, take him behind the scenes and show him what goes into the package or can—and his sales will always increase when he returns to his store.

Grocers prefer to sell the goods they know and like.

It's these items that the grocer suggests when customers do not ask for any particular brand. And the grocer decides the brand in 34 out of every 100 sales.

When the grocer builds displays in preferred positions in his store or in his windows, he favors the products that are pets to him—the products he knows well. It's the same in his own newspaper and handbill advertising. Again he features

knows best, the ones he likes to sell.

We don't say that all grocers are anxious to learn more about goods they sell, but top-notch grocers are. These men are merchants. As merchants, they are fundamentally interested in merchandise. They are constantly on the alert for information about the products they sell that will help them know these products better and sell them better.

These top-notch grocers wield a tremendous power in determining what finally goes into the market basket, for every one of them influences the food buying of 300 housewives. Collectively, the top-notch grocers who read The Progressive Grocer play a great part in deciding what 15,000,000 housewives buy.

Tell these grocers more about your product through The Progressive Grocer. Make it a highlight item in their stocks—and they'll sell more of it.

# *The Progressive Grocer*

BUTTERICK BLDG., NEW YORK • WALLERS BLDG., CHICAGO • HOBART BLDG., SAN FRANCISCO

the determination as to how the accounts of advertiser and agent are to be adjusted at the termination of the contract. This point has been bitterly contested in such cases as *N. W. Ayer vs. U. S. Rubber Co.* (282 Pa. 404), *Huber Hoge vs. Smith & Wesson* (32 Fed. (2nd) 699), and *Dorrance, Sullivan vs. Bright Star Battery* (227 N. Y. S.675-R-249 N.Y. 593) all of which come quickly into focus in any consideration of this question.

Upon termination of the relationship between advertiser and agent, a relationship that oftentimes has constituted a close, personal, friendly and confidential association—one almost approximating a partnership—feelings are apt to run high, sensibilities may be wounded, and bitterness may be rife. The agent may feel that, in any case, he has lost the advertiser's business, through no fault of his own, and that he might just as well fight for that which he considers his due. It is not indulging in mistaken emphasis to assert that a greater degree of care should be exercised in determining this question than would be necessary with regard to any other single element in the contract.

#### Understanding at the Start Will Save Future Bickering

The bothersome question to be resolved is what to do about discounts, fees or commissions on space contracts running beyond the period of the agent's retention. In several cases, advertisers have been obliged to pay a fee to their former agents, when they did not have the advantage of the agent's many and valuable services in the follow-through work of the campaign. On the other hand, a lack of foresight in this regard has often found agents in the unenviable position of having performed arduous creative tasks for which they can expect no return. Mutual understanding at the start, when mutuality pervades the air, will save future bickerings—and preserve valued friendships.

Concurrently with the termination of the professional relationship, there should be a general

clean-up of the loose ends, that otherwise might trail on interminably; all claims should then be settled. Memories grow dim, small items loom large, personnel shifts, and witnesses disappear. Substantial justice on the spot is possible. A provision which would call up the matter automatically is this:

On the last day of the term of this contract, the Agent shall bill the Advertiser for, and the Advertiser shall then pay, all amounts not previously billed or paid, for which he may be entitled to claim re-imbursement and/or compensation from the Advertiser under this agreement. In no event is the Agent to receive compensation or commissions in connection with space, time, or material, the payment for which shall become due to the owner of an advertising medium, or others, after the termination of this contract.

The closing but important detail in advertiser-agency contract relationships concerns the transfer to the advertiser of the advertiser's property and furnishing the advertiser with the factual information which the agent possesses necessary to facilitate the functioning of the former client with his new agent.

The following provision is suggested to take care of this consideration:

Upon the termination of this contract, the Agent shall transfer, assign, and make available to the Advertiser, or his representative, all property and materials belonging to or purchased for the Advertiser, and all information regarding the Advertiser's advertising, and all reservations, contracts and arrangements with owners of advertising mediums, or others, for advertising space, time, or materials yet to be used, and all rights and claims thereto and therein and no extra compensation is to be paid to the Agent for his services in connection with this transfer.

#### VI. Conclusion

An important matter given current discussion is whether the agent does, or should, guarantee the payment of the sums due the publisher

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by the advertiser. While admittedly there is much to be said on both sides of the issue, it is believed by these authors that if all the suggestions contained in the form of

agreement sketched out in this article are followed, without substantial alteration, there will arise no real need for such a guarantee, in theory or practice.

## Editors' Radio Favorites

**R**ADIO editors, sitting in as a jury, have been polled by the New York *World-Telegram* which sought a composite verdict as to the listening preference of these professional critics. The opinions of 260 editors are represented in the published tabulation of results.

In the poll, three votes were awarded for each first choice, two for second, and one for third. The returns show that editors like their humor, with farcical skits running high in popularity. There is revealed a strong tendency away from the type of program which rests its appeal on exchanges of quips between the comedian and his straights.

Here is a summary of the topnotchers in each classification:

Comedians: Jack Benny, Fred Allen, Joe Penner.

Programs: Benny and Allen run first and second again, with the Vallee Hour behind them.

Feminine singers: Jane Froman, Kate Smith, Ruth Etting, all so close that the result is almost a tie. Beatrice Lillie, whose series recently started, received an impressive vote.

Male singers: Bing Crosby,

Frank Parker and Lanny Ross.

Dance bands: Guy Lombardo and Wayne King, neck and neck; also Fred Waring and Casa Loma for second place.

Harmony groups: Mills Brothers and Boswell Sisters divide honors.

Serious musicians: Stokowski, Toscanini.

Opera stars: Tibbett, Gladys Swarthout.

Instrumental soloists: Albert Spalding, Heifetz, Rubinoff.

Musical programs: Waring's Pennsylvanians, a wide margin ahead of the Philharmonic and the WEAFF Tuesday operettas.

Dramatic programs: WJZ Sunday Drama Hour, March of Time, One Man's Family.

Actors and actresses: Mary Pickford, Don Ameche.

Children's programs: Singing Lady way up front, Little Orphan Annie, Buck Rogers.

Ted Husing piled up a tremendous majority as the most popular sports announcer; Ida Bailey Allen won by a slim margin over Betty Crocker in household programs; Edward C. Hill had a substantial lead over Woolcott among news commentators.

### Holyoke Card Advances Flockhart

T. A. Flockhart has been elected vice-president of the Holyoke Card & Paper Company, Springfield, Mass. He was president and treasurer of the Roto Engraving & Printing Company, Bound Brook, N. J., until it was taken over by the Holyoke company last year.

### Death of A. C. Stahlbrodt

Adolph C. Stahlbrodt, president of the Rochester Poster Advertising Company, died at Rochester, N. Y., last week, aged sixty-seven.

### Joins "Times" Studios

Mitchell Marcone, for five years with Lazarnick Studios, has joined the sales staff of the New York *Times* Studios.

### Resumes Advertising

The Carrier Engineering Corporation, Newark, N. J., air conditioning and refrigeration equipment, will resume its advertising activity this year. Newspapers and magazines will be used, together with business papers. The account is handled by the Chas. Dallas Reach Advertising Agency, of Newark.

### Gets Chocolate Account

The Siren Mills Corporation, Chicago, Siren chocolate products, has appointed the Stack-Goble Advertising Agency, of that city, to handle its account.

### Corbett with Fawn Art

Thomas A. Corbett has joined the New York staff of the Fawn Art Studios, Inc.

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# How FHA Lifts Business

More Than 23,000,000 Lines of Paid Advertising, for Instance, Feature Housing Drive

*Printers' Ink Bureau  
Washington, D. C.*

**C**ASH benefits from the modernization campaign of the Federal Housing Administration are accruing to trade publications and newspapers from advertising purposefully stimulated by a Government agency. The last figures are significant:

Since the program was initiated five months ago, 1,200 newspapers, or 62 per cent of the dailies in the United States, have supported it with better housing sections or supplements. The total of advertising paid for is 22,000,000 lines.

More than 1,100,000 lines of advertising credited to the FHA stimulus have been carried in the country's 1,400 trade publications.

The possibilities of selling advertising space in special sections or supplements has appealed to newspapers and has enlisted their support of the FHA program. A staff of advertising experts is on the payroll of the FHA for the purpose of creating advertising copy and making suggestions to the advertising managers of newspapers on how to turn the opportunity into cash.

A special series of six full-page displays were sent to the newspapers recently and will appear in newspapers during the coming weeks. The artwork centers around a feature story, to be signed by a local authority on the subject covered. Local dealers, contractors, banks and others with materials or services for sale to those interested in repairing their homes or places of business buy individual space on the page.

"I intend to have a **LOVELY** home" is the title of one story told by a particularly lovely lady.

"But we **CAN** have a better home," a wife expostulates to her husband who hasn't ready cash. She tells him how to get it.

"That's **OUR** house!" a child

boasts, and tells how it is being made new, inside and out.

"How about a nursery for me?" asks the baby and gets it.

Floors, "the base of every modern room," is planned to get advertising from those who want that kind of business.

"Let's make a **NEIGHBORHOOD** job of it," opens up the field of community planning, a development which is growing fast in towns and cities all over the country. Communities are not only going to be modernized; many of those that have gone to seed are going to be restored to their original charm, if the plans now pouring into Washington are carried out.

Other appeals have been made in former advertising displays. Advertising to boost housing repairs, which means new business for publications, is now being carried by a thousand banks, 116 utilities, 150 big department stores and more than 200 manufacturers.

## Importance of House-to-House Canvass

How to get the modernization appeal across is the big concern of the FHA. Administrator James A. Moffett is taking the lead in the promotion efforts. But the conclusion of all the high-priced sales promoters of the FHA is that "nothing can take the place of the house-to-house canvass."

"Publicity, advertising, parades, solicitation by mail—all the different kinds of drum-beating—are invaluable," says Mr. Moffett. "They arouse interest. They make people talk. They tell the story."

"But the way to get a home owner's signature on the dotted line is to put a man in an automobile or on a bicycle—or, if necessary, on a horse!—and tell him to go out to that address and hand the owner a pen and persuade him to sign."

Another thing the FHA has learned is that the most successful

Feb. 7,

No

4 year  
GROC

LINES

800,000

600,000

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200,000

4 year  
DRUG

LINES

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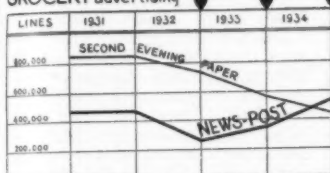
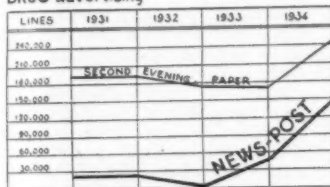
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# Now, in 1935, the **CHANGE** is, More and More, **NEWS**

THE CHANGE BEGINS

THE CHANGE BECOMES MARKED

4 year record  
GROCERY advertising4 year record  
DRUG advertising

## THE CHANGE IS ENORMOUS

There is a new, a dominant note in Baltimore . . . a note that continually swells in volume . . . for ONE paper now reaches 81% of all homes in the A. B. C. zone . . . 4 out of every 5 families.

As a result, huge increases were made in all major classifications during 1934.

Two typical lineage charts are shown at the left . . . of vital interest to makers of foods, drug-products, cosmetics, and kindred lines. Many similar charts can be shown.

Things have certainly changed in Baltimore. The News-Post ended the year with a . . .

### Total Gain of Over 3½ Million Lines

But this is only natural since the A. B. C. now gives the News-Post the largest evening circulation ever attained AND MAINTAINED in Baltimore . . .

Present Circulation, Over 193,000

# BALTIMORE NEWS-POST

*Baltimore's Outstanding Newspaper*

NATIONALLY REPRESENTED BY  
RODNEY E. BOONE ORGANIZATION

canvassers are those who stand to profit from a modernization campaign. They include architects, contractors, builders, dealers in building materials and building implements, real estate men, carpenters, painters, interior decorators, dealers in electrical supplies.

A common story around the FHA is that one city after another has exhausted its corps of canvassers because they located jobs for themselves. The impetus of the local campaign served to remove inhibitions which had deterred them from going out after new business on their own account. This was particularly true of architects, builders and carpenters. They knew what they were talking about; their eloquence was enhanced by the personal profit motive.

This nation-wide advertising campaign has brought results in business to the construction industry and to home equipment manufacturers.

William Green, president of the American Federation of Labor, admits that it is responsible for the increased employment in the building trades.

Reports by large national advertisers reveal a phenomenal increase of business during November, over November, 1933, which is credited to the work of the FHA:

Certain-teed Products, roofing, 50 per cent.

Masonite, wallboard, 60 per cent.

National Radiator, heating, 160 per cent.

Devoe & Reynolds, paint, 20 per cent.

New Jersey Stoker, 200 per cent.

Ruberoid, roofing, 416 per cent.

American Radiator & Standard Sanitary, heating and plumbing, 563 per cent.

Increased carloadings of building

materials have benefited the railroads. The reports include:

Lehigh Valley, cement, 5.9 per cent in December, over December, 1933.

New York Central, building materials, 41 per cent in November over November, 1933.

Baltimore & Ohio, paint, oils and varnish, 61.76 per cent in October over October, 1933.

Norfolk and Western, plaster, 37 per cent in December over December, 1933.

The campaign is progressing. In 1,700 cities house-to-house canvasses are being made. They have been completed in 345 cities. In 4,000 communities community modernization organizations have been completed. In 1,200 more campaign chairmen have been appointed and organization begun.

In brief, so far as the modernization program of FHA is concerned, progress is being made. Advertisers generally are satisfied. Some critics believe that twice as much progress should have been made.

There is much dissatisfaction with the policy of the FHA with reference to new home building construction, such as too conservative appraisal policies, failure to get mortgage associations under way, too much concern over the protection of the present mortgage structure, and so on. But pressure from the construction industry and others is operating toward a revision of policies, and legislation amending the Housing Act will, it is expected, facilitate operation on a wider scale.

The FHA has helped a lot of people to do an increased business, and the use of advertising as a campaign medium has been successfully demonstrated.

#### Shaw Joins New York "Post"

D. Minard Shaw has been appointed local advertising manager of the *New York Post*. He has been with Sears, Roebuck & Company as sales manager of the Philadelphia stores and sales promotion counsel for the company's class "A" stores from Washington to Boston. Mr. Shaw at one time operated his own advertising business and also formerly was advertising manager of the *Pittsburgh Dispatch*.

#### Heads Washington Dailies

J. M. McClelland, publisher of the *Longview Daily News*, has been elected president of the Allied Daily Newspapers of Washington. Frank Mitchell, *Walla Walla Bulletin*, was elected vice-president. Members elected to the executive committee are H. J. Campbell, *Vancouver Columbian*; Fred Chitty, *Olympia Olympian*; and Ted Robertson, *Yakima Herald-Republic*. R. M. Anderson, *Longview News*, is secretary-treasurer.

# IMPRESSIVE LEADS

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Lead in daily display advertising, 1,044,003 lines in 1934.

Lead in daily news and pictures, 860,000 lines. Lead in evening circulation over nearest advertising rival 47,000.

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## THE MINNEAPOLIS JOURNAL

O'Mara & Ormsbee, Inc., Representatives



# Dispatch

Promptly — *on time* — Rapid plates reach destination. Distance in miles matters little; for Rapid's amazing command of transportation facilities — Rapid's extraordinary knowledge of routes, media, and schedules — enables Rapid to give "local" service anywhere. Rapid is at the hub of the nation, from which point any destination may be reached most quickly. Rapid is also at the Eastern seaboard, giving immediate service to all Atlantic states. Rapid's *better* plates, Rapid's *quicker* service are yours to command — no matter whether your order is large or small.

*The*  
**RAPID** *Electrotype Co.*

*The Largest Plate Makers in the World* CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA  
 The ATLANTIC ELECTROTYPE & STEREOTYPE CO., 228 E. 45th St., New York

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# Sales Stoppers in Letters

Some Words, Phrases and Tricks That Put Brakes on Selling Arguments in Dealer Communications

By B. F. Berfield

FOR those with masochistic tendencies there must be an acute but morbid pleasure in becoming a student of what is known as "good" letter-writing. For good, old-fashioned, downright morbid pleasure there is no better field for exercise than the morning mail of the average American retail dealer.

Across his desk comes about as sticky an exhibition of what manufacturers, large and small, consider good letters as it is possible to find. Some of the letters are good, a few very good. More of them are neither good nor bad. But there is always a shabby residue which will serve perfectly until something worse comes along as examples of what not to do in writing a selling letter.

With no desire to be morbid—on the contrary, with the desire to be helpful and if possible to do a little to lighten the dealer's burden and, incidentally, add to the selling value of certain companies' letters—I recently subjected myself to the painful experience of going through the mail received by a typical dealer during one month.

With him and his fellow dealers I join in a not very silent prayer that they be delivered from the following:

**Excess capitalization:** This particular weakness has nothing to do with the similarly described weakness of the so-called financial geniuses who geniused the country into a debacle. It refers to the more irritating and more modest practice of letter writers who believe that the use of capital letters somehow gains emphasis.

Here, for instance, is an intended sales letter of 125 words. Forty of the words—almost one-third—are written in capitals.

The result is a letter that is almost entirely unreadable—because words written in capital letters,

particularly in large numbers, are not easily read. Furthermore, a study of the letter indicates that there is more emphasis in a single sentence which contains no capitals—and it is the only sentence in the letter which does not—than there is in any other sentence in the letter.

**The limited offer:** Here is a letter that starts with the hackneyed phrase "For a limited time only we are offering our customers." "Limited, indeed," is the reaction of the average dealer who knows that if he and his fellow dealers do not avail themselves immediately of the offer it will be extended and extended until the merchandise that the manufacturer wants to clean out is sold entirely.

The only thing limited about the offer is the imagination of the man who wrote the letter. Some place, somewhere, somebody told him that there is no more sure-fire method of getting action than to give the prospect the idea that the offer may be withdrawn tomorrow. The trouble with such openings is the fact that when an occasionally really limited offer comes along, the dealer receives it with a skepticism that it does not deserve.

One is reminded of the famous fake stock-selling scheme whose promoters announced solemnly to the public over one of the less reputable radio stations that for a limited time the stock was selling at forty, but that the board of directors were about to meet and raise the price to fifty.

**Viz:** I don't know why it is, but the word "viz" in all its stark simplicity is one of the most irritating of all words in the English language. Yet time and again "viz" and its fellow criminals "to wit" and "inst." continue to crop up in selling letters.

Years ago good letter writers



discarded these little criminals as of no value whatever. Yet like all good racketeers they continue to come back and plague the dealers who should be protected from their irritation.

*Most outstanding values:* Here is one of the threadbare phrases dear to the hearts of writers who feel that the description of a good value requires the same adjectives as a description of the burning of Rome. "Most outstanding" is one of their mildest phrases, but because of its irritating qualities can probably outstand most among its fellows.

It hunts in packs. It will never be found by itself. It is always surrounded by its weak and blustering brother superlatives.

For instance, here is a letter which contains, in addition to "most outstanding," the following: "very profitable," "marvelously changed," "tremendous demand," "most advanced," "challenge comparison," "vastly improved," "largest," "super-value."

There they are in all their stark, meaningless lack of simplicity. And so lavishly have they been used in this particular letter that the dealer, when he finishes it, finds that no vestige of a sales story has been able to poke its way through the lush outpouring of superlatives.

*Generally known:* Here is a phrase that has the habit of poking its way into otherwise excellent letters. We are told that "it is generally known" that such-and-such a line is the best in the country, that dealers all over the country are flocking to such-and-such a standard or that almost anything is happening that the letter writer hopes to have somebody believe but doesn't think that anybody knows.

Never have I found a letter which says "it is generally known that Franklin D. Roosevelt is President of the United States" or "it is generally known that Monday follows Sunday." No, the thing that is always "generally known" is something that if it were "generally known" would not require that particular duet of words to emphasize it.

*The "enclosed please find" beginning:* Yes, sales letters still start with those three words. And it is surprising in its lack of effectiveness.

If there is an enclosure no one will need to call attention to it. The recipient of the letter will find it whether he pleases or not. And, finally, it carries that legalistic stuffy feeling that contributes not at all to good selling.

*The fake testimonial:* I am not referring here to the Mrs. Astor-Mrs. Vanderbilt type of testimonial, but rather to the letter which begins, "A satisfied customer recently wrote to us as follows. . . ."

Occasionally, I suppose, a satisfied customer does write in but the fake letters that they are made to write for the purposes of selling seldom ring true. Their language is so obviously the language of the man whose name is signed at the bottom of the selling letter and usually so easily betrays a much more technical knowledge than the average satisfied customer has that the effect of the fake testimonial is lost.

Testimonials are such an excellent selling weapon that it is a pity to see their effect vitiated by the use of fakes.

*The private office letterhead:* Now and then a dealer gets a letter carrying the letterhead "from the private office of" the president, chairman of the board, or even the sales manager of some particular company. This might be impressive—indeed it would be—if the letter were not either printed or duplicated. Usually these sacred communications from the very inside office are addressed "Dear Friend" or "Dear Dealer."

Private office? If so, it must be an interesting private office, piled up as it is with thousands of letters, so many, in fact, that the executive who is supposed to sign them has not the time nor the physical energy and therefore has to have his signature printed or duplicated.

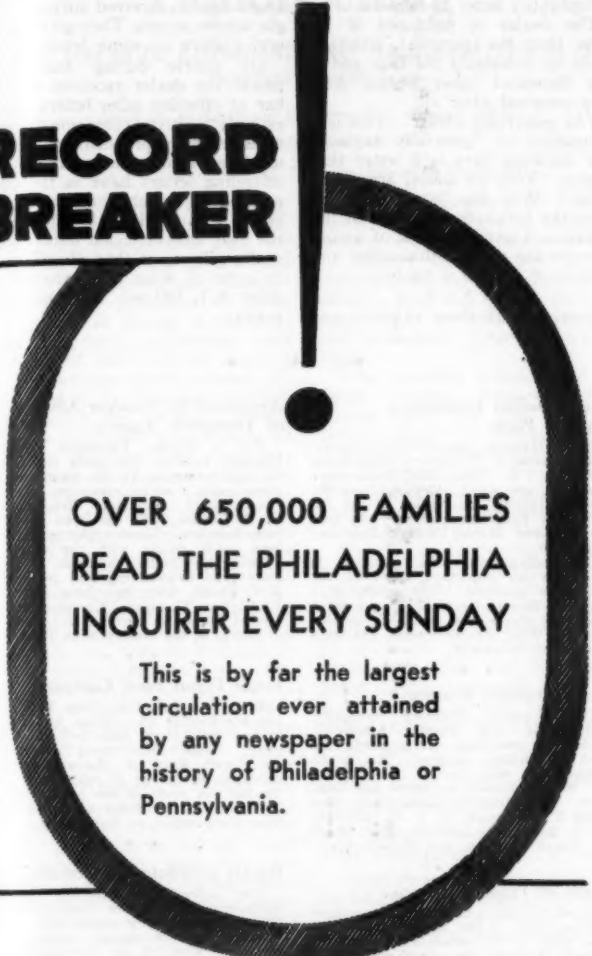
*"I have personally saved for you":* This device, which has been used, it must be admitted, effectively, in mailings to consumers,

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# RECORD BREAKER



OVER 650,000 FAMILIES  
READ THE PHILADELPHIA  
INQUIRER EVERY SUNDAY

This is by far the largest  
circulation ever attained  
by any newspaper in the  
history of Philadelphia or  
Pennsylvania.

## The Philadelphia Inquirer

PENNSYLVANIA'S GREATEST MORNING NEWSPAPER

somehow doesn't ring very true in a duplicated letter to dealers.

The dealer is pardoned if he feels that the personal selection made by somebody for him and a few thousand other people isn't very personal after all.

*The qualifying clause:* This is a companion of "generally known." For instance, here is a letter that begins, "You, no doubt, are interested." Why the "no doubt"? It stops the forward movement of the sentence, it implies a lack of assurance on the part of the writer and even if it is true is useless.

\* \* \*

Each one of these exhibits was

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### Inland Dailies Complete Program Plans

Elisha Hanson, counsel of the American Newspaper Publishers Association and Guy T. Viskniski, newspaper counselor, are scheduled to address the "Golden Jubilee" convention of the Inland Daily Press Association, to be held at the Palmer House, Chicago, February 19 and 20.

The local-general rate situation is slated for an important share of the convention spotlight. The results of a study of this matter will be presented at an executive session by R. D. Sanche, Wausau, Wis., *Record-Herald*, chairman of the rate committee.

\* \* \*

### Heads Franklin Printing

The Franklin Printing Company, Philadelphia, has elected Albert J. Buchse, as president. He succeeds Edward C. Richter, resigned. L. N. D. Mitchell has been elected vice-president and W. E. Reese, secretary and treasurer. New directors elected are: Mrs. Helen T. S. Brown, L. N. D. Mitchell, W. E. Reese, W. Lambdin, Emil Mueller, Joseph L. Roop, and Mr. Buchse.

\* \* \*

### Death of Frank V. Evans

Frank V. Evans, eighty-four, organizer and president of the Birmingham, Ala., *Age*, prior to its consolidation with the *Herald* to form the *Age-Herald*, died recently in Birmingham. After serving a term as mayor of Birmingham, he also established the *Meridian*, Miss., *Daily Press* which he published for a time.

\* \* \*

### Paint Account to Freystadt

The International Paint Company, Inc., New York, has placed its advertising account with E. M. Freystadt Associates, Inc., agency of that city. Yachting and commercial marine publications will be used.

taken from the morning mail of a single dealer, received during a single winter month. They give a general picture of some letter faults.

Of course during that same month the dealer received a number of effective sales letters, interestingly written, convincingly presenting their propositions. How much less chance, therefore, did the offending letters have in the competition to which they were subjected? And that, I suppose, is the real answer. Such letters don't really sell—or if they do sell do so in spite of what the writers consider A-1, 100 per cent punch getters.

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### Appointed by London Affiliate of Thompson Agency

The J. Walter Thompson Company Limited, London, has made the following appointments: D. M. Saunders, for many years a senior executive, has been elected joint managing director with E. B. Gordon, who has been appointed vice-chairman. These appointments have been made partly with the object of allowing Rae Smith, chairman, to devote more time to planning and production. Mr. Smith, who has been with the J. Walter Thompson Company in the United States for eleven years, has been in charge of the London office since 1930.

\* \* \*

### Leigh Forms New Company

Douglas Leigh, Inc., New York, electronic spectacular advertising, has formed a new subsidiary manufacturing company, Leigh Advertising Structures, Inc., with Fred A. Kerwer as vice-president in charge of operations. For the last six years he has been a partner in charge of operations of the Artercraft Sign Corporation of New York.

\* \* \*

### Bigger Schedule for Graham Paige

The advertising schedule of the Graham Paige Motors Corporation for 1935 will be greatly augmented, dealers were told at a recent convention at Detroit. Most of the appropriation, it was stated, will be spent in newspapers, with magazines, radio and outdoor advertising also being used.

\* \* \*

### Dutton with Jimm Daugherty

A. I. Dutton, at one time advertising manager of the Willys-Overland Company and for five years copy chief of the John Ring, Jr., Advertising Company, has joined Jimm Daugherty, Inc., St. Louis, successor to the Ring agency, in a similar capacity.

Feb. 7, 1935

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# Liquor-Selling

## Process Has to Be Learned All Over Again, and This Is How Seagram Works It

Based on an Interview by Bernard A. Grimes with

**William Guyer**

Sales Promotion Manager, Seagram-Distillers Corporation

IN substance, the liquor industry is a new business. And, handicapped by innumerable legal restrictions, it is having quite a time with its sales promotion problem.

With little precedent to guide them, those in charge of the merchandising and advertising have had to feel their way in adapting their experience to the problem. As instanced by the Seagram-Distillers Corporation, the industry is developing a substantial case history all its own. William Guyer, Seagram's sales promotion manager, thus describes the company's methods:

"With reference to consumer advertising and promotion, the problem has been approached from the angle of doing an educational job. We have anticipated the public's interest in information on whiskey and gin. Publication advertising has been in question-and-answer form. Sales literature gives recipes, also instructions on how to make taste tests. Our efforts have met with a ready response from the public and the trade."

The promotional helps used are varied and numerous. They fall into two classifications: those that are spectacular and put to use for a brief period; those that are based on simplicity of idea and are adapted to longer use through various interpretive plays on the original. The use of the slogan, "Say Seagram's and Be Sure," illustrates how the two methods work out.

"By employing the slogan dramatically," said Mr. Guyer, "we could kill its value in a short time. By restricting and subduing its use, its value will constantly increase. Whenever we have promotional material that is spectacular in nature, we keep the slogan out of it.

"Giant blow-ups are interest creating, because they lend them-

selves to spectacular news dissemination. We will use an idea in a blow-up once, and then discard it. In smaller displays and in our literature, we strive for dignity and attractiveness that typifies the company and is available for use over and over again. It becomes a stock item.

"Our products include Five and Seven Crown whiskeys, King Arthur Gin, and our Canadian whiskeys. Our 'V.O.' brand received a warrant of commendation from the Governor General of Canada. These suggested a regal atmosphere, and the result was the idea of Seagram's Royal Family.

"In the merchandising phase of our work, we have to contend with a great deal of advertising legislation, varying as to the several States. In many instances we have to adapt our sales helps to meet these restrictions. In New York State displays in retail stores are forbidden and at bars we are permitted to display signs that are restricted as to size and character. Where so little leeway is permitted, there is little we can do in a merchandising way."

### One Sales Promotion Item That Won Favor

Also, the need arises of having an intimate knowledge of the problems of the trade, so that no opportunity will be overlooked in developing sales promotion material that will win favor. Mr. Guyer cites one instance to demonstrate how a close study can contribute to the creation of a practical sales merchandising item.

"Informality usually rules at a bar," he said. "The men behind it like to be known by their first names. They have found that familiarity of that kind often

brings added sales. For them we have developed a 'Bartender on Duty' sign, under which phrase there is a space for insertion of a plate carrying the bartender's name. Our only advertising is the sentence, 'We Serve Seagram's.'

"This display has met with popular response. Where there is any doubt as to what the men in the trade need, we experiment and study their needs rather than attempt to develop artificial ones.

"Our efforts have resulted in a substantial question-and-answer file dealing with problems sent to us for solution. Such inquiries are encouraged, because they give us an opportunity to render a personal service, and because these inquiries give us leads for ideas. The same strategy as used in our advertising to consumers has won us good-will, for the reason that work of this character relieves retailers of the necessity of answering many questions put to them by their patrons."

The aim, Mr. Guyer explained, is to have Seagram's serve as spokesman for the dealer. Caution has to be used to present the information impartially; it is better to get in only a few words for Seagram's rather than a long story which might lead the dealer to shut out the literature from his store.

Interesting situations from a merchandising standpoint have been created. There is, for example, the problem of getting a place in the dealer's window. Competition is keen, dealers are jealous of their window space and it is a job to get even small space for display purposes. Obviously, the more bottles that a distiller can get on display in a window, the greater edge he has on his competition in attracting the attention of passersby.

"We have found," Mr. Guyer

said, "that it is not wise to depend solely upon sales promotion, so-called, to get display value. Instead of the two types of regulation bottles that had been used previously, we have designed a number of distinctive shapes. Our search for designs has taken us back into the past so that each design may be in keeping with the history of liquor container usage. An attractive bottle is an inducement to serve the liquor out of it in the home and helps guests to identify the product as being that of Seagram's.

"Our publication advertising, in magazines and newspapers, has been chiefly educational in nature. We feel that claims of superiority are not enough. At best these get monotonous, and they suffer a penalty because of the many exaggerations that have crept into advertising. Where we make claims we endeavor to give the reader a chance to prove their truthfulness to his own satisfaction. Our 'taste' test is a case in point, which describes the time-honored method of testing whiskey.

"We have broken down wet areas into sales potentialities. On the basis of the potentiality assigned to a territory, shipments of advertising quantities are pro rated. New York, for example, has a 19 per cent liquor sales potential of the wet area and therefore gets an allotment of 19 per cent of new advertising materials as these are brought out.

"Should an area put on a special drive and request an additional supply of sales promotion material, it is sent. When a division manager shows that his territory is running ahead in actual sales over the potentiality percentage allotted, he can request larger supplies."

#### Fenn Heads Hupp Sales

Francis H. Fenn has been appointed general sales manager of the Hupp Motor Car Company, Detroit, succeeding Rufus S. Cole. Mr. Fenn has been on the staff of Sanderson & Porter, consultant and industrial engineers. Previously he had charge of Kelvinator distribution in Syracuse territory and before that was assistant sales manager of Kelvinator.

#### Frenkel Opens Own Studios

Benedict Frenkel has organized his own business which will be conducted under the name of the Benedict Frenkel Studios, Inc., with offices at 240 Madison Avenue, New York. The staff of the Joel Feder Studios, Inc., of which he has been vice-president and sales manager for the last ten years, will be associated with him in his new studios.



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On the Plains, they brand horses and cattle, then turn them loose to shift for themselves.

## GUARDING YOUR BRANDS

You can't do that with merchandise. No product will shift for itself—not in these complicated days. Brand names that are indelibly stamped on consumers' minds are found, almost invariably, on products which are packaged in a distinctive manner and consistently supported by "point-of-sale" advertising.

"U S" products—labels, cartons, point-of-sale advertising—are designed to move merchandise. The "U S" organization is ready to help you.

New brand names should never be adopted without first making sure they are available. You are free to consult the Trade Mark Bureau of The United States Printing & Lithograph Company (Cincinnati Office) where ALL Trade Marks registered at Washington are on record, together with nearly twice as many UNregistered brands.

This unique service, which may help to avoid infringements, is at your disposal.

**The UNITED STATES PRINTING  
& LITHOGRAPH COMPANY**

CINCINNATI  
309 Beech St.

NEW YORK  
52-X E. 19th St.

CHICAGO  
205-X W. Wecker Dr.

BALTIMORE  
409 Cross St.

# Contests and Contests

They Can Do More Than Promote Straight Selling, as These Sixteen Points Prove

By M. Zenn Kaufman

**A**LTHOUGH a contest is thought of primarily as a sales increaser, it involves principles that can be applied to many business programs besides straight selling. In fact, there seems to be no end to the ingenuity with which it can be applied to other objectives. These include:

1. Selling special products; for introducing new products or focusing attention on a product that may be neglected.

At one time the Wassell Pie Bakery was caught with an overstock of mince meat pies after the season was past. Instead of storing it, with a chance of spoilage, this bakery ran a special contest to sell the mince meat. At the end of a week it was cleaned out of mince—and that isn't all! The men actually created a demand for mince pies out of season and they had more orders the next week, when the contest was over, than they had while the contest was on.

The Minnesota Northern Power Company tells of a time when it was overstocked with gas ranges and reduced the price \$15 for ninety days, advertised them, displayed them, and finally kept most of them on the shelf. It then put the price back up where it was, paid the salesmen \$10 extra commission, ran a special sales contest and moved the stock out in about sixty days with less loss of money and without demoralizing the market half as much. Now, whenever the company has an overstock, it pays its salesmen an extra commission rather than cut the price and demoralize the market.

2. Selling dealers on special advertising tie-ups. This may involve the getting of window displays or selling the dealer some kind of a direct-mail campaign.

The RCA Victor Company ran a special sales contest to merchandise

a co-operative direct-mail campaign to its phonograph dealers. The Kraft-Phenix Cheese Company in Chicago has frequently awarded special points in a sales contest for each window display installation that a salesman is able to obtain. Warner Brothers, the motion picture people, give their salesmen extra points in a contest for getting the exhibitors to use certain poster tie-ups.

3. Collecting bad debts.\*

4. Speeding production on a factory line.

5. Reducing errors in production or routine. When the Hochschild, Kohn Company of Baltimore ran one contest recently it had originally brought out a plan which included only the selling departments of the store. It wanted to find some way to put the non-selling departments into the contest and ran an accuracy contest among a group of the other employees. During this contest the efficiency record reached the highest point that it had ever been at in the history of the store.

6. Building morale.

When the Addressograph Company merged with the Multigraph Company a few years ago, the executives featured the opportunity offered for each company's men to help the other's in selling. At the time of a recent contest it was decided that if the two types of agency in each city were pitted together as a team against similar combinations in other cities, new and more helpful means of co-operation between the formerly competitive agencies would be found. The company reports that

\*A power company scored a collection contest by awarding 10 points per dollar on accounts over 90 days old, 5 points per dollar on accounts over 60 days old, 3 points per dollar on accounts over 30 days old.

1935

Endorses the Fact that

*An Advertiser's Best  
Friend is a Mother*



by starting our 9th  
year with a 33% gain  
for the first quarter

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THE PARENTS' MAGAZINE

9 East 40th Street, New York  
230 North Michigan Avenue, Chicago



# The Mounting Circulation of HARDWARE AGE

...

1934<sup>June</sup> A.B.C. 19,086

1933 — 19,037

1932 — 18,421

1931 — 18,295

1930 — 17,635

...

**THIS** June circulation of 19,086—with the exception of 1928-29—was the highest circulation in the 80 year history of **HARDWARE AGE**.

**BUT**—we closed the year 1934 with

# 19,646

by several thousands the largest circulation in the hardware trade.

## HARDWARE AGE

239 WEST 39TH STREET  
NEW YORK, N.Y.

A.B.C.—Charter Member—A.B.P.

from this standpoint the contest did more toward establishing co-operation (always so difficult to establish in a merger) than anything that has been done since the two companies were brought together.

7. Cutting fuel consumption in motor fleets.

8. Finding new uses for a product. The Ambler Asbestos Company found so many interesting uses for its product through a sales contest that a complete advertising campaign was built around the material obtained.

9. Recruiting personnel.

The C & D Company of Pittsburgh sells dresses through a crew of house-to-house canvassers. The company constantly has the problem of finding new salesmen. A three-month contest was used to give the salesmen and branch managers incentive to get new salesmen.

10. Raising money for charity.

11. Collecting taxes.

When the city of Newark ran its tax collection drive last year a crew of volunteer workers were recruited to go out and get citizens to sign pledges to pay back taxes promptly. A competitive spirit was created among these workers and proved very successful in stimulating more effort.

12. Avoiding accidents.

A bakery has been very successful in cutting down its rate of liability insurance through the good experience obtained by giving prizes to the men for careful driving.

The Metropolitan Life Insurance Company, in its booklet "Safety Competition," says:

"The experience of companies conducting successful safety work has shown that a desire to excel when encouraged by competition or recognition of individual merit constitutes one of the most effective sources for the prevention of accidents."

13. Training employees.

When R. H. Macy moved into its new building, the company ran a spelling bee to help acquaint its

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thousands of employees with the exact location of its various selling departments.

The Everhot Company used a contest to train jobber salesmen to know more about its line of cookers. A booklet of information was circulated and then a series of examination papers were sent out. The Everhot Company used several of its own products as prizes in this contest and in that way focused considerable interest on its line.

14. Getting new customers.

The Insulite Company gave special credits in one contest for business obtained through new customers.

15. Stimulating non-selling employees.

For years, (quoting *The Merchandise Manager*) the Bon Marche of Seattle has proceeded on the theory that non-selling workers should be indoctrinated with selling psychology; that people in the warehouse, workrooms, delivery departments, stockrooms, marking rooms and offices could be made to contribute something tangible to the store's customer relationships. A "Tell a Friend" campaign was run, giving cash prizes to the twenty-five employees who told the most friends that they worked in the store.

16. Getting club members.

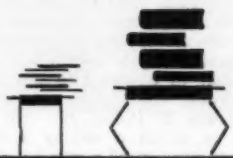
In a report issued by the Metropolitan Life Insurance Company the use of contests for getting club members is discussed in detail and the consensus of the experience of a good many clubs reporting was that contests can be used very successfully—some said they found it the surest of all methods for increasing membership.

It is probable that there are still unexplored fields for the use of the contest method. One such field, practically untouched, is to be found in the application of the contest method in co-operative drives among competitors. This can be done quite easily if a constructive or educational theme is used as a background for the contest.

An approach to this kind of a contest is found in the programs

when  
 magazines  
 grow

**FAT**



As advertising increases, the complete service we offer becomes more vital. For—whether we put one advertisement in type, make one electrototype, or are deluged with orders for thousands—we keep before us the crystal-clear policy of "make them good," no matter how fast.

**TYPOGRAPHY  
 MATS  
 ELECTROTYPES**

**IN NEW YORK**

The Typographic Service Company  
 Independent Typesetting Company  
 Reilly Electrottype Company  
 Fine Screen Mat Corporation

**IN CHICAGO**

Lake Shore Electrottype Company

**IN DETROIT**

Michigan Electrottype  
 & Stereotype Company

**IN INDIANAPOLIS**

Advance-Independent  
 Electrottype Company

*Divisions of Electrographic Corporation  
 216 East 45th Street, New York, N. Y.*

of the Edison Electric Institute and the American Gas Association. The Edison Refrigerator Jubilees, for instance, promote a city-wide drive on refrigerators, including competitive makes. Edison sponsors drives on other electric products too, such as lamps. The local utility will offer a prize to the salesman who sells the most lamps and will include in the contest salesmen of dozens of competing hardware dealers.

This wide extension of the uses of the contest method is, as I say, another proof of the universality of the underlying principles of the contest idea. I could give you example after example of cases where the contest method has produced favorable results which are most difficult to obtain with any other program.

Hewes & Potter ran one contest in which a sliding scale of points encouraged a man to sell the accounts that were rated in the

higher bracket. As a result the company obtained a better average type customer from this contest than it had ever obtained before in a similar drive.

Howard Dexter of The Petroleum Heat and Power Company says that a contest is something like a sugar coating on a pill of wisdom. His company finds contests an excellent vehicle for getting dealers to use home-office merchandising plans which they would hesitate to follow without a contest atmosphere. The company has, for instance, a "More Call" program and a contest was used very successfully to focus dealer attention on this plan and get acceptance for it.

A large laundry, faced with the depression problem of its first general wage cut, offered its employees the alternative of putting over a drive for new business. The drive was a success, acquiring 1,500 new customers for the laundry.

♦ ♦ ♦

#### Grocery Papers Merge

The *Merchants' Journal*, of Topeka, Kans., has been purchased by the *Interstate Grocer*, published by George J. Schulte, St. Louis, Mo. Mr. Schulte will merge the two subscription lists. The *Merchants' Journal* was established in 1891, and for the last forty-two years it has been owned by Adams Brothers, printers, with Charles P. Adams as publisher. Paul A. Lovewell has been editor for twenty-eight years.

♦ ♦ ♦

#### Has Marjorie Wilson's Account

Kimball, Hubbard & Powell, Inc., New York agency, has been appointed to direct the advertising account of Marjorie Wilson, of that city, who conducts a correspondence course on charm. Magazines are being used.

♦ ♦ ♦

#### With Kenyon & Eckhardt

Randolph Hall has joined the copy department of Kenyon & Eckhardt, Inc., New York agency. He was formerly director of radio advertising and publicity of L. Bamberger & Company, Newark, N. J.

♦ ♦ ♦

#### Joins Philadelphia Printer

J. Permer Richards, formerly vice-president of the Franklin Printing Company, Philadelphia, has joined the George H. Buchanan Company, printer of that city, as manager of sales.

#### Death of James Fister

James Fister, formerly advertising agent of the Lackawanna Railroad, died on January 24 at Mahony City, Pa., aged sixty-seven. Mr. Fister, who was retired on pension by the Lackawanna in 1928, joined the company in 1900 and later became chief clerk in the advertising department. He was made advertising agent in 1909.

♦ ♦ ♦

#### Gets New Dentifrice

Luckey Bowman, Inc., New York agency, has been appointed to handle the advertising of the Hyral Distributing Company, which is marketing Hyral, a new dentifrice powder.

♦ ♦ ♦

#### Pittsburgh Agency Appointments

Walter Pope Glenn has joined Ketchum, MacLeod & Grove, Incorporated, Pittsburgh agency, as art director. Clyde A. Fellows has been appointed production manager.

♦ ♦ ♦

#### Joins Kansas Food Broker

Fred Otnes, formerly sales manager at St. Louis for the National Biscuit Company, has joined the C. E. Elliott Brokerage Company, Salina, Kans., as sales manager.

♦ ♦ ♦

#### Stentor Electric to Rankin

The Stentor Electric Company, New York, has placed its advertising with the Wm. H. Rankin Company, of that city.

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## MULTIPLY THIS CROWD BY 500

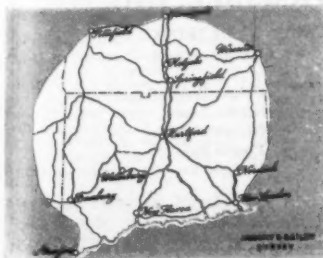
*And you'll form an idea of  
WTIC's Radio Audience*

Note well this important fact in considering station WTIC. You are reaching a tremendous audience—far larger than you probably expect. WTIC's primary coverage area has a population of 1,580,000. In its secondary coverage area are an additional 680,000. (Jansky & Bailey survey figures.)

Nor are the people in the WTIC Communities just "average" prospects. One out of three paid an income tax last year. Per capita savings bank deposits are over

500% greater than for the country as a whole. High buying power plus low distribution costs (for the area is less than 100 miles square) make the WTIC Communities America's No. 1 test market—a market that consistently justifies intensive advertising.

Station WTIC offers the one way to reach this entire market at small cost. Talent is available for the skilful staging of any type of program. Full particulars on request.



## STATION **WTIC** HARTFORD, CONN.

**50,000 WATTS**

Owned by The Travelers Broadcasting Service Corporation

New York Office—230 East 42nd Street  
J. J. Wood, Manager

Chicago Office—203 No. Wabash Avenue  
C. C. Wood, Manager

The WTIC Communities

A prosperous population in a compact market  
Operated Daily 7:30 A.M. to 12:00 Midnight  
Sundays: 9:30 A.M. to Midnight

Member New England and NBC-WEAF Networks

## O'MARA & ORMSBEE, INC.

*wish to  
announce that*

### MR. LESLIE M. BARTON

has acquired an interest in this corporation and will enter the organization as a vice president on March 15, 1935.

Mr. Barton's contribution to the service which this organization renders to its publishers, to advertisers and advertising agencies will be scientific market analyses and intelligent development of manufacturers' sales.

For ten years as managing director of Major Markets, Inc., Mr. Barton has specialized in this valuable type of service which he will carry on for our newspapers and their markets.

The creation of new national newspaper accounts will continue to be an important objective under Mr. Barton's direction.

## O'MARA & ORMSBEE, INC.

NEW YORK	CHICAGO	DETROIT
SAN FRANCISCO		LOS ANGELES

Newark Evening News  
Minneapolis Journal  
St. Paul Dispatch  
St. Paul Pioneer Press  
Milwaukee Journal  
Columbus Dispatch

Omaha World-Herald  
Seattle Times  
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# Exposing Fake Media

A SIMPLE and effective method of dealing with solicitors for advertising space in bogus or worthless publications has been placed in operation by the Chicago Better Business Bureau. Tried out in co-operation with some fifty business firms during the last six months, the plan has proved successful not only in exposing dubious media for what they are, but also in saving a great deal of time for executives who are the intended objects of such solicitations.

The basis of the system is a one-page form which the Bureau supplies to participating firms. This contains sixteen questions, with spaces opposite for filling in the answers. The questions cover such matters as name of publisher, circulation and distribution, audience reached, manner of getting subscriptions—points which would be regarded as the most obvious sort of routine information by reputable publications. But they constitute a searching cross-examination for the medium that is fly-by-night or fraudulent—or non-existent.

When a solicitor for an unknown publication calls, he is provided

with one of these blanks before he gets a chance to unwind. He is told that before his proposition can receive any attention whatever, the blank must be filled out and mailed to the Chicago Better Business Bureau. Eloquent arguments are stopped at the bunghole.

Upon receipt of the questionnaire, the Bureau checks the information for accuracy. Then it provides the solicited company, which is identified by a code number on the form, with a report, after which the prospective advertiser does as he thinks best. A notation at the bottom of the questionnaire has previously informed the solicitor that: "If you do not receive order within ten days after mailing this form to the Chicago Better Business Bureau, you will know that we are unable to give you a contract at this time."

In the majority of instances to date, the solicitor who has been presented with a questionnaire is never heard from again. In some cases, however, the data are duly turned in, the publication is shown to be a worth-while one and an order is placed.

## New Committee for Toilet Goods Industry

A committee, representative of various associations in the drug industry, has been organized to deal with legislative problems.

Groups represented in the committee include: Associated Manufacturers of Toilet Articles, Perfumery & Cosmetic Institute, California Perfume Association, manufacturers dealing with five- and ten-cent chains, and the barber and beauty supply industry.

Members are: Northam Warren, chairman; Ralph Aronson, Bourjois, Inc.; J. Rouse, Talcum Puff Co.; Joseph Byrne, Beauty & Barber Supply Institute; J. I. Poses, A. A. Vantine Products Corp.; Frederick N. Dodge, Harriet Hubbard Ayer; Paul F. Vallee, Roger & Gallet; Willard Howe; Clyde Balsley, Katherine A. MacDonald; A. E. Johnston, Colgate-Palmolive-Peet; A. H. Bergman, Oxyen Co., and George A. Wrisley, Allen B. Wrisley Company.

## Represents Norfolk Papers

The Norfolk, Va., *Ledger-Dispatch* and *Virginian Pilot* have appointed George M. Kohn, Inc., as their representative in the Southern territory.

## "Jim" Buchanan, Sixty Years in Advertising, Dead

James A. Buchanan, sixty years in advertising, died recently at Mineral Wells, Texas, aged eighty.

In 1873 "Jim" Buchanan, as he came to be known to a world of friends in advertising, joined a young firm of advertising agents in Philadelphia known as N. W. Ayer & Son. He continued with Ayer for forty years, and helped establish its Detroit and Chicago offices.

In 1913 Mr. Buchanan embarked on a twenty-year farm-paper career. For seven years he represented his own list of farm papers in Chicago. Later, he became associated with the James M. Riddle Company, also of Chicago, in which connection he rounded out the sixty years of his advertising life.

He retired to "enjoy the fruits of his labor" in September of 1932.

## Export Managers to Meet

The Export Managers Club of New York, Inc., will hold its annual get-together of export executives at the Hotel Pennsylvania, New York, on March 19. "Exporting in Terms of 1935" will be the theme of the meeting.

# Space Buyers Demand Facts

(Continued from page 10)

had no appointment, but I dislike to keep any visitor waiting if it can be avoided—perhaps because of the hours I have cooled my heels as a salesman—and saw him promptly. It was apparent immediately that his story was for another man, in our merchandising division at Mansfield, Ohio. I told him so, and sat on the edge of my chair; but, nothing daunted, he went on with his lengthy recital, while I debated just how far patience and courtesy should hold out in the face of the calendar I had in front of me for that day.

Space buyers want the facts about any business papers in which they should be interested. Representatives who take pains to make sure that they have a claim for such interest, and who present their facts intelligently and briefly, but not too often, win the buyer's respect and confidence. Basic information about the paper—what it is doing editorially, what it stands for in its field, what is happening to its circulation and why—is primary stuff; but a lot of publication men could well afford to review their a b c's and then see if they can find some fresh, interesting ways to bring them to the attention of their prospects, who after all are going to base their decisions largely on those very a b c's.

## Publishers Need to Practice What They Preach

Pertinent facts about the industry or market, particularly some development which might affect sales, offer a logical approach for an alert representative, provided he knows how to use it and does not overplay it. It would be a grand thing if publishers' salesmen would get the idea that *we* are primarily interested in selling, too, selling our company's products, and that advertising in a business paper is of interest to us if, and only if, it will help sales more than some other means of promotion.

It might be a cruel and unusual

form of torture, but I am tempted to ask some of my callers how much their publications spend in business-paper advertising and whether their faith in its efficacy should not be judged accordingly. A few days of the flu in January gave me an opportunity to review a lot of my accumulated advertising magazines, and with a few notable exceptions the lack of advertising by business papers amazed me. It would seem that many of them believe what so many sales executives are wont to say about the relative values of personal salesmanship and advertising.

## Editorial Standards from an Advertiser's Viewpoint

Circulations of most business papers have decreased during recent years, a natural condition of the times. Rates for the most part have not been lowered accordingly. Probably publishers could not lower them in proportion to circulation losses and still maintain high editorial standards. Whether they have done the latter is for users of these papers to judge very carefully, for unless a paper maintains its editorial leadership and prestige in its field, it is likely to be a poor advertising buy.

One of the most difficult problems of the space buyer is that of judging the editorial standing of a free or controlled circulation paper. That some papers of this type have won a place for themselves on real merit cannot be denied, no matter how strong the arguments for orthodox paid circulation methods. But it must also be admitted that the paper which does not have paid subscriptions and renewal percentages to show reader interest must provide some other proofs of its acceptance. The mere fact that a certain number of copies were mailed to a selected list of individuals means very little.

Let me summarize in a few words what I have tried to say above on the subject of buying business-

## A. E. AVEYARD

Former Executive Vice President  
and a member of the Board of  
Directors of Lord & Thomas, joins  
Charles Daniel Frey Company  
as a partner, effective February first.



Mr. Aveyard becomes Executive Vice  
President in complete charge of plan-  
ning, copy and creative production.

*On March first the firm  
name will be changed to*

## FREY & AVEYARD



CHARLES DANIEL FREY COMPANY

333 North Michigan Avenue  
CHICAGO, ILLINOIS



paper space. Because of the great number and diversity of papers, it is almost impossible to know them all and much waste can result from careless or "impressionistic" rather than factual buying.

The recognized audit bureaus furnish circulation facts on 18 per cent of the papers. Editorial prestige and reader acceptance are of equal importance with circulation and more difficult to determine. Surveys made by either the advertiser or the publisher should be truly representative and unbiased.

Publishers themselves can in many instances do a better job than they are in placing the pertinent facts before buyers in usable form, easily understood and remembered, and eliminating many wasteful calls.

My own feeling is that any improvements in space buying and space selling will work to the advantage of the more worth-while business papers, which I regard as "a consummation devoutly to be wished"; for they are important and necessary in our industrial and commercial life.

#### Acquires Moe-Bridges Company

A new Wisconsin corporation, known as the Moe-Bridges Corporation, headed by S. Deutsch, has been formed to take over the Moe-Bridges Company, Milwaukee, electric lighting fixtures.

Operations of the Electric Sprayit Company, South Bend, Ind., of which Mr. Deutsch is president, are being merged with those of Moe-Bridges in the Milwaukee factory.

Associated with Mr. Deutsch are Walter Buettner, vice-president of the Bendix Corporation; George C. Miller, president, Dodge Manufacturing Co.; N. R. Felts, former treasurer of the Studebaker Corp.; L. F. Smith, treasurer, Electric Sprayit Co.; C. A. MacDonald, president, MacDonald-Cook Co.; and Ray Tennes, president, Ray Tennes Co.

#### Name Reinhardt Agency

The Apex Rotarex Manufacturing Company, Oakland, Calif., washing machines, ironers, cleaners and refrigerators, has appointed the Emil Reinhardt Advertising Agency, of that city, to handle its advertising. Newspaper, outdoor, radio and direct mail will be used. The La Due Technical Service and the American Tractor Equipment Corporation have also appointed the Reinhardt agency. The La Due account will use business papers and direct mail. American Tractor will use business papers.

#### Appointed by Sound Pictures

F. F. Gregory has been appointed vice-president and secretary of Sound Pictures, Inc., Cleveland, succeeding F. S. Roberts, resigned. J. R. McCrory, former art director, succeeds D. H. Howe in the capacity of production director. R. L. Wentworth has joined the production staff of the company.

#### Has Dress Account

Advertising of the "Dress of the Month," a registered trade-name for a dress service originated by Kane-Weill, New York, is being handled by the Sterling Advertising Agency, New York. This service, suspended during the depression, has been recently resumed.

#### A Mine of Information

THE WESTON COMPANY LIMITED  
SYDNEY, N. S. W.

Editor of PRINTERS' INK:

We are indeed under a deep debt of gratitude to you for the list of statistical and other information which you have forwarded relative to the chain-store movement.

We are simply amazed with the manner in which you have answered our queries. Such a comprehensive survey of the chain-store field and its various ramifications will prove invaluable to us.

The compilation of such information must of necessity represent a wealth of labor and research, for which we feel we can thank you very inadequately.

We have always felt that PRINTERS' INK was a mine of information, but of the vastness of its resources we were unaware.

H. A. DAWSON.

#### Campaign for New Product

The Micklin Company, Omaha, has organized a subsidiary company to market a patented screen corner. Driver & Company, Omaha agency, have been appointed to handle an advertising campaign on the product. Half and full pages will be used in lumber, hardware, carpenter and engineering publications. Consumer newspaper copy and dealer direct mail will also be used.

#### Buy Interest in WDAY

The publishers of the Fargo, N. Dak. Forum have purchased an interest in Station WDAY, of that city. The reorganized company will have E. C. Reineke, founder of the station, as president, with Forum officials holding all other offices. Mr. Reineke will continue as general manager with Charles G. Burke as commercial manager.

#### Leaves Gross Agency

Charles Gross has resigned as president and director of Charles Gross & Associates, Inc., Philadelphia agency. Mrs. E. L. Brown is buying space and production for the agency.

## ANNOUNCEMENT

BENEDICT FRENKEL, who for the past 10 years has been Vice-President and Sales Manager of the Joel Feder Studios, Inc., has opened his own studios at 240 Madison Avenue, in New York City.

The staff of the Joel Feder Studios, Inc., will be working with him in the new studios, which, in addition to illustrative service, will be completely equipped for production of photo murals and photographic displays.

**BENEDICT FRENKEL STUDIOS, INC.**

• Advertising Photography •

240 Madison Avenue

New York City

AShland 4-1696

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell  
John Irving Remer, Editor and President  
1908-1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor  
C. B. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ARTHUR H. LITTLE, Associate Editor  
BERNARD A. GRIMES, News Editor  
H. W. MARKS, Mgr. Readers' Service

## EDITORIAL OFFICES

Chicago, 8 North Michigan Avenue: Andrew M. Howe, Associate Editor; F. H. Erbes, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright.  
London, 119 St. Martin's Lane, W. C. 2: McDonough Russell.

## ADVERTISING OFFICES

Chicago, 8 North Michigan Avenue: Gove Compton, Manager.  
St. Louis, 915 Olive Street: A. D. McKinney, Manager.

Pacific Coast: M. C. Mogensen, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.  
Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, FEBRUARY 7, 1935

## Copeland Bill News

The executive committee of the Association of National Advertisers announced last Saturday that it had not approved "any of the several Congressional measures now pending which call for a revision of the Federal pure food and drugs laws as they affect advertising."

The committee showed considerable apparent eagerness to emphasize that the A. N. A. "has not been a party to any statement of any other advertising organization in support of the Copeland Bill."

The "other organization" is obviously the Advertising Federation of America. The board of directors of the A. F. A. met in Washington the week after the Copeland Bill had been introduced and rather impulsively, it seems to us, endorsed it, with certain reservations in what the board at first termed rather unimportant features. The endorsement was made before the McCarran Bill, written by Charles

Wesley Dunn, was introduced and before the Mead Bill (James F. Hoge's measure, sponsored by The Proprietary Association) was even written.

There is rather general agreement, we believe, that the McCarran and Mead measures are jointly and/or severally better in many respects than the Copeland Bill. It is well, therefore, that the A. F. A.'s action has been neutralized, at least in a measure, by this latest pronouncement of the A. N. A. For the A. F. A. is a body powerful and important; and its action might have given the law makers a wrong impression as to general advertising sentiment about the pending legislation.

This would be unfortunate because Washington, including the Department of Agriculture, is not at all disposed to be arbitrary this time. There is not only a disposition to give advertising interests their day in court, but a pronounced desire to have their cooperation in building a law that will protect the consumer adequately without placing any undue hardship upon the producer and the advertiser.

That the measure, as finally passed by Congress, will be called the Copeland Bill is practically assured. But it will not be the present Copeland Bill. The Senator himself concedes this; and if nobody else would bring forward changes or amendments, he would doubtless incorporate them personally. He and Charles Wesley Dunn, in fact, are at present working in close harmony on a new bill which will soon be introduced. But the final measure, we feel sure, will include some features from the Mead Bill.

Mr. Hoge has done a scholarly job in this Mead Bill. He has brought forward some provisions that, merged with the clear thinking of Mr. Dunn and Senator Copeland, would or could result in

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roduced and the promulgation of a measure not far from ideal.

(James F. This is why the A. N. A.'s veiled repudiation of the Advertising Federation's endorsement of the Copeland Bill is so important. The A. N. A. is beyond criticism in its contention that "in the interest of simple justice offenses should be stated in the law and not in regulations promulgated by its administrators."

It would be regrettable indeed if the various elements should engage in civil war over this measure as they did last year. Happily enough, there now seems to be no prospect of such warfare. Meanwhile, there is nothing to be gained by being too hasty in endorsing something. For, with the present amicable spirit continuing, there is bound to be a food and drugs act which will satisfy practically everybody—even make them proud.

#### A Word to the A. B. C.

Ralph Leavenworth's remarks in another part of this issue about buying space in business papers give us an idea which we hereby respectfully pass along to the Audit Bureau of Circulations:

The A. B. C. rules emphasizing the difference between paid and free circulation should be tightened.

During the last three years at the Bureau's annual meetings there have been efforts made in behalf of the less capable publishers to relax these rules. And, under stress of depression conditions, certain concessions have been made in a way that creates a dangerous precedent.

When we speak of free circulation here we are not referring to certain worthy free or controlled distribution publications; we speak of publishers of so-called paid circulation media whose "paid circulation" is largely that only in name.

Arrearages, extensions due to changes in publication date, subscriptions secured under terms or

conditions that do not reflect a genuine desire for the paper—these are only a few of the evils which the Bureau could and should correct.

Mr. Leavenworth's article refers specifically to business papers because that is the kind of space which he is directly interested in buying. But the same general reasoning applies to all classifications; the space buyer demands facts rather than impressions as a basis for investing his company's money in advertising space.

To President Phil Thomson, therefore; to Managing Director O. C. Harn; to the capable board of directors of the A. B. C., we say this:

Remain steadfast in the faith.

Mr. Leavenworth's article should prove an inspiration and a help to any of them who may have become weary in well doing.

All this is said in full recognition of the fact that the A. B. C. report can never be made so nearly perfect that its first page figures will be a substitute for careful and analytical space buying.

Even so, it will be distinctly helpful to have stricter rather than looser regulation—also a clearer interpretation of what actually constitutes paid circulation.

Circulation is either paid or not paid; and it should be no great task to make the differentiation plain.

#### Louis Wiley

Louis Wiley, veteran business manager of the New York Times, finds himself this week a living refutation of the theory that not until a man passes on do his character and his attainments reap applauding recognition.

On Monday, Mr. Wiley reached his fiftieth anniversary in the Fourth Estate.

In the evening, he sat at dinner, surrounded by a gleaming assemblage—ambassadors, high clergy-

men, educators, business and other leaders.

He was pleased—pleased because by their presence and their words of congratulation, these so eminent persons should attest their admiration and affection. And he was proud—proud because among those around him were men he had known from his up-State boyhood; for the occasion was also the annual dinner of the Society of the Genesee, of which Mr. Wiley, himself, was the founder.

There were speeches—addresses that hailed him as citizen of the world, confidant of chancellories, intimate of potentates. There were eulogies that typified him as an example to American youth. And by these tributes, perhaps, he was embarrassed.

But surely, by one manifestation on that evening's program there was kindled an enduring warmth in that corner of his heart that a man reserves for pride of craft.

For of the Genesians one arose and read from a paper—a resolution acknowledging that American newspapers have served their public well by disseminating accurate information about the art and science of healing, and specifically extending to Louis Wiley "felicitations and grateful appreciation" for "his services in advancing the standards of newspaper acceptability of medical announcements."

And in this day, that resolution, signed by thirty physician-Genesians, well may stand as a shining monument to a living man.

### Social Security

While every progressive individual is interested in working out some method for greater social security, the present Wagner Bill should be re-written. Public hearings on this bill are now in progress.

Like most first pieces of legislation, it is loosely drawn. It would tie up tremendous sums of money

now needed to set the wheels of industry in motion. It proposes sums so large for investment that the human mind cannot conceive of them; nor could they possibly be invested in this country.

There are in the bill, moreover, so many different ideas, that it would seem they should be taken out of an omnibus bill and considered on their own merits. Any unemployment insurance plan should be carefully studied in the light of what happened to insurance plans in all the countries in the world. This is not to say that merely because all of them have become insolvent, a good plan couldn't be worked out.

In the eventual good unemployment insurance plan employers, employees and the Government should probably all contribute. When every employee is required to contribute there would not be any political jacking up of annuities because politicians wanted it so.

Unemployment insurance should be considered on its own merits, not tied up in the same bill with old age relief or the other old age annuity plans now in the bill. It may be possible to work out a plan whereby individual States would take care of their own old age plans such as many States now do, and industry, in connection with its own plans now in effect, and in conjunction with experts, would work out plans for unemployment insurance.

It would be a tragic thing if so valuable results as are contemplated by some sort of sound social legislation should be ruined by too hasty action on the part of Congress. The Wagner Bill needs to be considered one section at a time, each idea standing on its own merits. Then undoubtedly in the course of time, an efficient and practicable plan could be worked out on each idea. Too much haste at this time would spoil the whole idea of social security.



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## Only One Magazine Written For THE WOMAN WHO COOKS WITHOUT GAS

... YET ... She Represents 40% Of American Women ...  
She Buys for 30% MORE Consumers Per Family ... She  
Has the Fastest Growing Income Of Any Group Of Women

IMAGINE! 40% of America's women—women who are America's biggest users, as a class, of foods, cleansers, household equipment and drugs—with only one magazine written *really* for them! Only one woman's magazine that appeals to farm women. Only one magazine whose service articles on cooking, child-rearing, home-making, fashions, and health, recognize the difference between farm women's problems and those of city women.

No wonder this one magazine—**THE FARMER'S WIFE**—produces such amazing results for advertisers. For it is the one and only direct road to the real interest of over a million farm women, selected from the best farm homes of the richest farming counties in America. Remember that—selected, by proven effective

means, to assure ample buying power.

**THE FARMER'S WIFE** reaches women with 40% more children to feed, clothe and care for; with big houses to furnish and keep clean. It gives a tremendous consumer bonus to food—drug—home equipment—soap and cleanser advertisers, and to clothing advertisers. Yes, and to cosmetic advertisers; because these readers are women.

See how this one magazine can increase your coverage of the rich farm woman's market from 80% to 150% over what you are doing now. You will find it is more than worth while—farm incomes were up over 25% in 1934 over 1933 and every authority predicts that this increase will continue during 1935. Write, and let us tell you the full details.

### 2 1/2 EXTRA MEALS A DAY Eaten in Every Home Reached By FARMER'S WIFE

According to U. S. Census figures farm families average 4.02 persons, compared to only 3.26 in city families. Twelve meals a day on an average, are eaten in each of the more than a million **FARMER'S WIFE** homes—compared to less than 10 meals per home in an average city home.

This does not take into account the fact that noon meals and lunches are eaten at home on farms—the opposite of the city man's habit of lunching in a restaurant.

# The FARMER'S WIFE

The Woman's Magazine With the Fastest Growing Reader Income!

NEW YORK

CHICAGO

ST. PAUL

SAN FRANCISCO

405 Lexington Ave.

307 N. Michigan Ave.

55 E. Tenth St.

55 Montgomery

# The Little Schoolmaster's Classroom

LAST week the Schoolmaster reproduced a business-paper advertisement which so impressed a dealer that he asked for copies to send to customers and prospects.

This week he presents a page from a farm paper promotion piece which so impressed the space buyer of a large New York advertising agency that he sent it in with this comment:

"The second page of the attached Farm Market Sales Opportunity presentation struck me as being a very interesting and new demonstration of the actual effect of increased prices on farm incomes. I thought possibly the Schoolmaster might be interested in it if he has not already seen it."

The promotion piece was prepared for *Successful Farming*.

The Schoolmaster has received

the following letter, with the graceful salutation "From One Schoolmaster to Another," and signed by Donald A. Laird, Ph.D., Sci. D., Psychological Laboratory, Colgate University, Hamilton, New York:

"What! Is PRINTERS' INK'S Schoolmaster becoming old and irascible? And yet, there may be some real justification over his complaints in the issue of the 10th about hearing the click-clack of switchboard typewriters amplified into his ear while waiting for a phone call to be completed.

"Let me wedge in a few suggestions about simple, yet usually effective ways to avoid this irritation of the eighth cranial nerve (I must be academic in my moments). Generalized acoustical treatment of the switchboard room would quiet the noise somewhat, but in

addition to the expense would not be noticeably effective over the telephone under the usual conditions, due to the closeness of the transmitter to the immediate source of disturbing sound. The room would be quieter, but the phone would still pick up about the same noise as before.

"But noise is tricky, and it is likely that it is not free sound waves passing through the air of the room that cause the trouble. What should be suspected is that the noise is telegraphed through the feet of the typewriter, into the desk, then into the floor, thence up the

Feb. 7, 19

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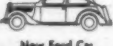











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Farm Purchasing Power Is Up			
Farm products have a much greater buying power today than they had two years ago			
To Buy This	The Farmer Pays Today	And Paid Two Years Ago	
 Re-frigerated Maytag Washer	117 Bushels of Corn 	712 Bushels of Corn 	
 New Ford Car	626 Bushels of Wheat 	1455 Bushels of Wheat 	
 5-Tube Standard Radio	15 60 lb. Lamb 	21 60 lb. Lamb 	
 Farmall Tractor	59 1000 lb. Pig 	131 1000 lb. Pig 	
 TWO brand Cream Separator	327 Pounds of Butterfat 	653 Pounds of Butterfat 	



switchboard frame and panels. As if the phone were being tapped with a pencil. This ailment may appear serious, and it is, but it can be quickly relieved by placing a thick sponge rubber pad under the typewriter.

"And, after all, can we be certain that the switchboard girl was not chewing gum?"

• • •

Ask the Class to define any advertising term and it usually follows that a number of its members get busy with their typewriters and pens. "Advertising" and "merchandising" have been interpreted in a variety of ways. As a bid for further discussion the Schoolmaster would like to submit "consumer" for a searching analysis.

He is prompted to do this as the result of a recent address by L. J. McCarthy, director of marketing, International Magazine Company. "Who is the consumer?" he asked. "Sometimes we use a word so much that it becomes meaningless."

His suggestion is that whenever this term is used that people think of it as meaning these people: The father and mother, the brother and sister, the young and the old, the city folk and their country cousins, the rich and the poor, the dependent and the independent, the farmer and the wage earner, the high class and the low class, the family and the single person.

Certainly Mr. McCarthy's interpretation is all embracing. But the Class no doubt will have some ideas of its own to contribute as to what is a suitable definition.

• • •

How do radio advertisers determine what type of program will attract the kind of an audience who are their prospects?

A recent issue of "Uneeda," house magazine of the National Biscuit Company, was given over almost entirely to explaining and merchandising the company's new radio program, "Let's Dance." This program is unique in that it is on the air for three solid hours, and the music is furnished by three different orchestras.

The reason for choosing this sort

## WANTED

### ASSISTANT ADVERTISING MANAGER

One of the country's oldest and largest food manufacturers is looking for an assistant advertising manager between the ages of 28 and 35.

He must be now, or very recently, employed in the advertising department of a company distributing nationally a packaged food product through grocery stores.

This presents an unusual opportunity for the properly qualified man, who is not now satisfied with his present prospects.

If you are qualified and interested, write, giving full personal and business histories — together with reasons for wanting to make a change. All correspondence will be held strictly confidential.

"Y," Box 56, Printers' Ink, 6 No. Michigan Avenue, Chicago, Ill.

Janesville  
MOST RESPONSIVE  
U. S. city under 50,000

—say 150 Food Products  
Advertising Specialists

Sales Management Survey, Jan. 15, 1935  
Write for Copy

Janesville (Wis.) Gazette  
Radio Station WCLO

### SALES EXECUTIVE

—located with nationally known mid-western manufacturers of high quality, high priced household specialties desires new location. Excellent reasons for change. Experienced in organization and development of sales territories and of sales staff. Background of sales promotion and sales education. Primarily interested in connection where real merit and intelligent effort will be appreciated and suitably awarded. Age 37, married. References. Address "X," Box 55, care Printers' Ink.

### RESEARCH SPECIALIST

Furnishes information and source material on any subject—Complete bibliographies compiled—Scarce and out-of-print books, prints, costume plates supplied promptly at reasonable cost.

LEONARD A. ROSE  
145 E. 23rd St., N. Y. City  
Tel. GRamercy 5-3840

*a rare opportunity for*  
**TYPOgraphic**  
salesman controlling business. Large, modern shop. Our staff is aware of this ad. Address "Z" 57, Printers Ink

*a clearing house*  
of experience...

WHEN you need someone to serve in a sales, advertising or marketing capacity, PRINTERS' INK is a logical place to look.

Every issue contains advertisements outlining diversified qualifications and experience. A few minutes spent in looking over recent issues might easily uncover the right man for you; saving you time, money and trouble.

Should you desire to widen your choice in seeking your man, advertise in PRINTERS' INK. You will be rewarded with as fine a field of applicants to select from as you could possibly want. And the cost is low, too.

of a program was explained as follows: Since Uneeda biscuits and cookies are largely consumed in the home, it was desirable to reach a home audience. At the same time, the program had to have a definite entertainment value. Saturday night was chosen as the time to broadcast because that is when most home parties are given. A solid three hours of dance music would furnish just what every party needed and do away with the necessity of continually changing stations in search of a suitable program.

The three bands were chosen by a jury which picked them with no knowledge of their identity. Each was chosen for a different talent. One is a tango orchestra, the second specializes in close harmony and the third in "hot" music.

In radio the results of advertising are less tangible than in other media. The fact that a radio program is popular does not mean that it is a success from the advertisers' viewpoint. Attempts, like this, to key programs to reach a logical audience should be watched with interest by advertisers.

...

From the National Broadcasting Company the Schoolmaster receives a note concerning an early ancestor of radio advertising.

Says NBC:

"From the files of the Smithsonian Institution comes an interesting photostatic copy of a phonograph circular, dated 1894, which suggests the use of 'sponsored' records as an advertising medium. The circular reads:

### THE GRAMOPHONE AS AN ADVERTISING MEDIUM

Parties desiring to advertise their wares will find in the Gramophone a most valuable medium. We will make for you any special plate, containing, besides an interesting musical piece, etc., a list of adver-

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, ENGL.

GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

Feb. 7, 1933

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# Classified Advertisements

## BUSINESS OPPORTUNITIES

**Free Lance** advertising consul specializing in creative campaigns merchandising your business. Complete service—layouts—printing—art work. Nominal fee for service publicized under your name. Our name known only to our clients. Box 471, Printers' Ink.

**OPPORTUNITY FOR AGGRESSIVE EXECUTIVE** to take over franchise on patented direct mail piece now being successfully sold to hundreds of large and small concerns; a real repeat item, permits dramatic demonstration of amazing results secured for others; makes possible quickly building live commission sales force on non-competitive basis; modest investment with one year to pay. Box 778 Equity, 113 W. 42nd St., N. Y.

## HELP WANTED

### SALES REPRESENTATIVE

for well known

### INDUSTRIAL DESIGNER.

Must be able to contact heads of large industries. Box 470, Printers' Ink.

**Experienced Quality Space Salesman** for New York City by national magazine in quality field. Straight commission. A hard job but an excellent opportunity for the right man. Write experience for an interview. Our staff knows about this. Reply in strict confidence. Box 481, P. I.

**THE HECHT COMPANY**, Washington, D. C., requires the services of a strong, resourceful, able sales promotion and advertising executive. Address by letter only, stating complete details, experience and background. Letters of a general type will not have consideration. Address The Hecht Co., 128 W. 31st St., N. Y. C.

**WANTED: A "ONE MAN" AGENCY** with a reasonable amount of business, to fill an important position in the New York Office of a sound and well financed agency. Salary based upon future worth, plus unusually liberal commission arrangement. All correspondence confidential. Box 475, Printers' Ink.

### SLIDEFILM AND MOTION PICTURE

contact and script man, experienced, but will consider former agency or advertising department man familiar with this medium. Good opportunity for association with rapidly growing concern in large Central States city handling national accounts. Give complete particulars and salary expected in first letter. Box 476, Printers' Ink.

## MISCELLANEOUS

**Artist—Layout Man**—Have studio space for good creative display man and letterer. Modest rent charged against work done which should leave substantial balance in favor of tenant and time for considerable outside work. Box 478, P. I.

**ECONOMIZE!!** Reproduce Sales Letters, Price Lists, Diagrams, Illustrations, etc., inexpensively. \$1.50 hundred copies; add'l hundreds, 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

## POSITIONS WANTED

### ARTIST

10 years. Agency and Pub experience. Layout and execution in all mediums national advertising. Executive ability. Box 467, Printers' Ink.

### CHAIN STORE ADVERTISING

#### EXECUTIVE:

Creator of productive copy. Wide experience in market research and public relations. Box 466, Printers' Ink.

### Idea and Copy Man,

now employed, available to agency or advertiser in or near CHICAGO. Someone once called him "brilliant." Box 469, P. I.

### LAYOUT • ART • PRODUCTION

6 years' Agency experience. Creative style finished Layout Artist, Letterer. Complete charge Production, estimating, buying. Capable Secretary-Stenographer. Box 472, Printers' Ink.

**PRINTING BUYER**—Alert woman, 15 years estimating for New York's largest printers—desires position with large organization as printing buyer. Complete knowledge paper, engravings. Available March 1st. Box 480, Printers' Ink.

**EXPERIENCED** advertising, sales promotion and idea man, copy and publicity writer, fine record important companies and agencies. Good executive type for modest money. Seeks reliable connection New York area. Box 477, Printers' Ink.

**Experienced Executive** wishes contact in North Central States in advertising capacity. Specializes in house-organs, pep-talks, and new ideas of all kinds. Past printer and accountant, age 50. Salary \$100 week. Box 479, Printers' Ink.

**ANYTHING GOES!** I'll take any job at any salary if you want me. Direct Mail—Copy—Sales Promotion—Presentations—Hard Worker—Healthy—Christian—Married—Twenty-eight—I can't pick or choose—**ANYTHING GOES!** Box 465, Printers' Ink.

**ARTIST**, with unusual creative ability, doing fine type of magazine and direct mail advertising; a facile designer; thorough knowledge of typography; an extensive and well-rounded background qualifies him for a responsible position. Box 473, Printers' Ink.

### SALES REPRESENTATION

in N. Y. C. Now contacting Purch. Agents, Adv. Mgrs., Sales Mgrs., Univ. graduate. Age 35. Married. Wants connection requiring initiative and judgment, with good earnings possible by constant hard work. Box 468, P. I.

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No responsibility is assumed for any omission

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Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$16.50; Classified, 75 cents a line, minimum order \$3.75.

tising such as you may suggest manufacture as many hard rubber copies as you may order at regular wholesale rates; and distribute them gratis to people buying Gramophones. Prices for the original plate for advertising purposes will vary according to the special expenses incurred in making it, the talent to be employed, preparations etc. When less than 1,000 copies are ordered, the expense for making the matrix or press form (about \$10) will be added. No body will refuse to listen to a fine song or concert piece, or an oration—even if interrupted by the modest remark: "Tartar's Baking Powder is the Best," or "Wash the Baby with Orange Soap," etc.

THE UNITED STATES GRAMOPHONE COMPANY,  
Washington, D. C.

♦ ♦ ♦

### Bokelund Appointed by New York "Post"

Chester S. Bokelund has been appointed national advertising manager of the New York Post. He was formerly with the Macfadden Publications and more recently has held the Philadelphia franchise for The Trixy Corporation, New Haven, Conn.

♦ ♦ ♦

### Has Calvert Liquor Account

The Calvert-Maryland Distilling Company, Inc., New York, has appointed Hommann, Tarcher & Sheldon, Inc., agency of that city, to direct its advertising account. Plans call for the use of newspapers, supplemented by magazine, radio, business-paper and point-of-sale advertising.

♦ ♦ ♦

### McDevitt Change

Joseph A. McOwen, partner in the George A. McDevitt Company, publishers' representative, has been transferred from the Chicago office to take charge of the Philadelphia office. Frank P. McFadden, who has been temporarily located at the Philadelphia office, returns to the Chicago office.

♦ ♦ ♦

### Gets Borg & Beck Advertising

Advertising of the Borg & Beck Company, division of Borg-Warner Corporation, Chicago, has been placed with Frederick and Mitchell, Inc., of that city. Trade publications in the automotive field are being used.

♦ ♦ ♦

### Leaves Star-Peerless

Brooks Smeeton has resigned as advertising manager of the Star-Peerless Wall Paper Mills, Chicago.

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# THE MAGIC SHOPPER

A Star Salesmaker for food Manufacturers, Wholesalers or Dealers, and for those who wish to remind the housewife repeatedly to buy their particular brand of product.

Every housewife goes shopping many times a week, and each needs a shopping reminder. Magic Shopper is IT. It is useful, intriguing; it fits the handbag, is made in different sizes, and can be made at very low prices.

SAMPLES will be submitted upon request.

*Charles Francis Press*

Telephone MEdallion 3-3500

461 EIGHTH AVENUE AT 34th STREET  
NEW YORK CITY

68%  
GREATER  
COVERAGE!

THE value of a newspaper as an advertising medium rests solidly upon its acceptance as a news publication. Over 644,000 families in Chicago and suburbs alone read the Tribune daily. This is over 260,000 more families than read any other Chicago daily newspaper, and is a coverage of this market 68% greater than is available through any other Chicago daily newspaper.

**Chicago Tribune**  
WORLD'S GREATEST NEWSPAPER

*Average net paid daily circulation during the six months' period ended September 30, 1934—city and suburban 644,000—Total 801,000*